AUGUST 30, 1948

PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

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DETROIT

G.C. MURPHY CO.
G.C. MURPHY CO.

G. C. MURPHY CHOOSES WLEE

The G. C. Murphy Company has 42 long years of experience in operating one of the largest chains of stores in the country. They really know retailing and merchandising!

One fact they know well is that to make advertising pay, you've got to pick the right media. When they opened up the newest and largest store of their entire chain in Richmond last month, they had no less than five radio stations to choose from.

They tackled this problem with expert analysis of the situation. They finally picked just two of the stations. And one of these stations is WLEE.

More retail merchants use WLEE than any other station in town. And that's proof positive that WLEE gets results. On advertising budgets where every penny counts, WLEE is the best buy in Richmond. Call in your Forjoe representative and get the WLEE story!

W-L-E-E

Mutual... in Richmond

TOM TINSLEY, President • IRVIN G. ABELOFF, Gen. Mgr. • Rep. by FORJOE & CO

"Most of our customers listen to WLS..."

. . . Clarence Ugland,
Grocer
Sandwich, Illinois

FOR twenty years the Ugland brothers, Harry and Clarence, have operated their grocery store at the busy corner of Main and Center streets in Sandwich, Illinois—in the heart of agriculturally rich and productive DeKalb County. Serving small town and rural folks, the Ugland brothers have built an enviable reputation as "good people to do business with."

The store hasn't changed much through the years—but the *selling* has. According to Harry Ugland, "People are more brand-conscious now than they used to be. They hear something advertised on the radio, and they're in here for it the next day."

Clarence adds, "Most of our customers listen to WLS; so we've got to keep up-to-date on WLS advertised products."

Typical comments from a typical Midwest town. With a population of 2,601, Sandwich is the third largest town in DeKalb County; DeKalb County is 52.1% rural. County income in 1947 amounted to $61,400,000—with retail sales of nearly 39 million and food sales of eight and a half million dollars.

DeKalb, like 567 counties in the Midwest, is WLS-conscious. Evidence of intensive coverage by WLS is found in the county BMB figures—83% daytime, 84% nighttime coverage of its 10,880 radio homes.

Mail, too, indicates listening. In 1947 9,291 letters were received from DeKalb County—85.4% of the total radio homes!

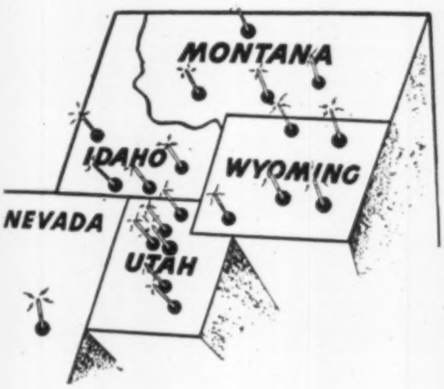
Serving the needs of these people in the four-state Major Coverage area of WLS has led to responsive listening—proof of acceptance and belief, upon which advertising *results* depend. For specific stories of how and why they respond, ask your John Blair Man.

WLS
The PRAIRIE FARMER STATION
CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

One of a series. Facts on radio listening in the Intermountain West

58,163 Hooper Telephone Calls Prove Dominance of Intermountain Network



This is the only complete coincidental survey ever made showing size of radio audience in the Intermountain West. This is Hooper's winter, 1947 survey of 14 Intermountain Network cities—a survey comprised of 58,163 coincidental telephone calls.

This survey gives you facts on audience size at the time your announcement or program is on the air. No longer is it necessary to buy on a basis of what stations can be heard or how many listen once or more times each week. Instead, here is a survey, not of a few hundred postcards, but of 58,163 calls, proving that Intermountain **has** strong audience **all** the time.

Here are ratings for the first quarter hour in every hour. Complete reports available at any Avery-Knodel office.

HOOPERATINGS

WINTER, 1947

Monday thru Friday—Daytime • • • Sunday thru Saturday—Nighttime

Time	Sets In Use	INTER-MOUNTAIN* NETWORK	A[x] Network	B[y] Network	C[z] Network	All Others
8 a.m.	19.5	**9.2**	3.3	3.0	3.5	0.5
9 a.m.	23.2	**7.1**	6.1	1.7	8.0	0.3
10 a.m.	23.7	**8.1**	2.7	7.7	4.2	1.0
11 a.m.	22.0	**8.8**	1.9	5.6	4.5	1.2
12 noon	27.2	**12.7**	1.6	4.5	7.5	0.9
1 p.m.	27.0	**11.0**	2.1	1.8	9.5	2.6
2 p.m.	22.6	**6.1**	2.9	3.4	8.7	1.5
3 p.m.	22.9	**7.9**	3.0	2.3	9.1	0.6
4 p.m.	17.2	**7.8**	2.9	1.1	4.3	1.1
5 p.m.	22.9	**9.9**	3.3	2.7	5.8	1.2
6 p.m.	35.3	**10.4**	4.5	8.3	11.6	0.5
7 p.m.	39.5	**10.5**	4.7	9.1	14.4	0.8
8 p.m.	43.5	**9.5**	4.7	11.0	17.4	0.9
9 p.m.	35.4	**7.5**	4.2	7.9	14.6	1.2

*Comprised of 14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

[x] Comprised of 15 A network stations.

[y] Comprised of 10 B network stations.

[z] Comprised of 15 C network stations.

20 HOME TOWN MARKETS COMPRISE THE INTERMOUNTAIN NETWORK

UTAH

KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan
KSVC, Richfield

IDAHO

KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING

KVRS, Rock Springs
KOWB, Laramie
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA

KBMY, Billings
KRJF, Miles City
KNOM, Great Falls
KYES, Butte *

NEVADA

KRAM, Las Vegas

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

MUTUAL

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

ublished every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING
at deadline

Closed Circuit

KEX PORTLAND, Ore., 50,000 watter, may be sold by Westinghouse. ABC outlet is understood to be on block at roughly one million dollars. Station presumably would be sold because it doesn't fit into Westinghouse's geographical pattern.

EMIL MOGUL CO. New York, planning participating television programs for its client, National Shoe Stores, which last week announced increase in advertising budget for fall and winter season. No definite video plans set. National currently using spots on five New York stations and is adding WTTM Trenton.

NEGOTIATIONS underway last week for purchase of KLZ Denver for reputed $900,000 by Aladdin Television Co., representing Fox Intermountain theatre interests. Aladdin and KLZ are among eight TV applicants for five available channels in Denver.

KWKW PASADENA will be sold shortly to Joint Council No. 42 of Teamsters Union, Los Angeles for more than $350,000 subject to FCC approval. Final negotiations expected to be completed within fortnight.

REVAMPING of NAB into all-industry trade association with TV and FM divisions may get serious study in upcoming NAB-TBA conference. Many NAB directors known to feel that since AM stations provide predominant share of dues they should retain basic control of association but concede division plan might be worked out to meet special needs of TV and FM and avoid duplicating general services.

PROBLEM of dues scale for TV members should some NAB-TBA merger plan materialize, is tough one. Expected high income of many TV stations will be more than offset by heavy overhead so present NAB dues scale might work hardship, according to NAB officials who have studied problem. Another toughie: Could revamped NAB satisfy promotional desires of TV and FM members?

WILL HARRY M. PLOTKIN, FCC's top broadcast lawyer, return to FCC when he completes his month's vacation begun last week? An arch New Dealer, he figured prominently in just about every controversial regulatory matter at FCC during last eight years. Reports are he won't stay beyond end of year and probably will wind up in private practice or as house attorney for some important radio entity.

DAYTIME 1 kw station within greater Washington area is being offered for sale to selected prospects in aura of hush hush secrecy.

BILLING of about $1,250,000 involved in expected Esso Standard Oil Co. (N. J.) purchase

(*Continued on page 86*)

Upcoming

Aug. 30: NAB Non-Network Affiliated Stations Advisory Committee, NAB Hdqrs., Washington.
Aug. 31: Council on Radio Journalism, Cosmopolitan Hotel, Denver.
Sept. 1: NAB-TBA Joint Project Committee, Waldorf-Astoria, N. Y.

Other Upcomings on page 63

Bulletins

AGREEMENT between AFM and major movie studios extending existing contracts without change for one year from Aug. 31, 1948, reached in New York. Union reserved right to reopen contracts at any time on 60 days notice. Pact covers MGM, Paramount, 20th Century-Fox, RKO, Republic, Warner Bros., Universal, Columbia.

PULSE Inc., conducting television surveys in New York, will start service in Philadelphia in September, covering about 700 homes. New York sample to be increased from 700 to 1050 families.

ABC to offer for cooperative sponsorship *Piano Playhouse*, Sun., 12:30-1 p.m. starting Sept. 12 and Nelson Olmsted's *Your Story for Today* weekdays 4:45-5 p.m. starting Sept. 13.

LEVER BROS. SWITCHING PRODUCTS ON TWO SHOWS

TWO top-ranking Lever Brothers shows, *Bob Hope* and *My Friend Irma* will exchange products, sponsor identification this fall it was revealed by John R. Gilman, Lever Bros. vice president in charge of advertising. Bob Hope show on air for Pepsodent since Sept. 27, 1938 to be heard for Swan Soap effective Sept. 14 at Hope's regular time, Tues., 10-10:30 p.m. on NBC. Pepsodent will sponsor *My Friend Irma* which returns to air Aug. 30 in same time, Mon. 10-10:30 p.m. on CBS. As result of product switching each program will also shift to other agency. Thus Bob Hope show, formerly handled by Foote, Cone & Belding, will go to Young & Rubicam, while *My Friend Irma* will shift to Foote, Cone & Belding. Official reason given for exchange of products was desire to build increased audience on each.

PROPOSED AM GRANT

PROPOSED decision looking toward grant of Pisgah Broadcasting Co. for new station at Brevard, N. C., on 1240 kc with 250 w unlimited issued last Friday by FCC. Preference over application of William M. Brace for same facilities at Greer, S. C., based on present facilities, coverage and interferences in areas.

Business Briefly

VAN HEUSEN TV ● Phillips-Jones (Va Heusen shirts etc.) to use TV for first time sponsoring *Bump Hadley Sports Review* o WBZ-TV Boston, Fri., Sat., starting Sept. 2 and *Dress and Guess* with Paul Hodges o WEWS Cleveland starting Sept. 30. Agency Grey Adv. Agency, New York.

ELSON FOR SHAVE CREAM ● Consolidated Royal Chemical Co. (Frank's Shave Cream), Chicago, Sept. 13 starts for 52 weeks *Bob Elson on the Century* on 21 ABC Pacific stations Mon.-Fri., 7:30-7:45 p.m. (PDT). Agency, Arthur Meyerhoff & Co., Chicago.

MILES CHANGE ● Miles Labs., Elkhart, Ind., names Herb Shriner and Raymond Scott Quintet to replace *Lum 'n' Abner* on CBS 5:45-6 p.m. (EST) Monday through Friday beginning Sept. 27 (see story page 28). Agency, Wade Adv. Agency, Chicago.

CHILDS SCHEDULE ● Childs Co. (restaurants) New York planning spot-participatio schedule in fall around New York, possibly wider area. Agency, Cecil & Presbrey, New York.

CUDAHY CONTINUES ● Cudahy Packing Co., Chicago (Old Dutch Cleanser) Sept. 1 renews for 52 weeks *Nick Carter, Master Detective* on MBS, Sun., 6:30-7 p.m. Agency, Grant Adv. Chicago.

ESSO PROMOTES SAFETY IN PRE-LABOR DAY TV DRIVE

ESSO STANDARD OIL Co., sponsoring one-minute safety commercials on eight TV stations through Marschalk & Pratt, New York. Main feature of commercials is Esso's new traffic safety poster carrying message "Drive carefully . . . the life you save may b your own!" Same theme sponsored on billboards in more than 3,600 outdoor locations.

Pre-Labor Day commercial is televised five times each week on WCBS-TV New York WFIL-TV Philadelphia, WBZ-TV Boston WBAL-TV Baltimore and WTTG Washington twice weekly on WTVR Richmond, WBE Buffalo and WRGB Schenectady, according t agency.

TWO RALSTON PURINA SERIES RENEWED ON MBS

RALSTON PURINA Co., (cereal and fee division) Sept. 27 renews for 52 weeks eac *Tom Mix and His Ralston Straight Shooter* on full MBS network, Mon. through Fri. 5:45-6 p.m. (CDT), and *Checkerboard Jamboree* on 200 southern stations of Mutua Mon. through Fri., 9:15-9:30 a.m., accordin to Ade Hult, MBS vice president in charg of midwest operations.

Programs originate in Chicago and Nash ville, Tenn., respectively. Agency is Gardne Adv., St. Louis.

Steinman Stations

WORK
York, Penna.
Established 1932

WEST
Easton, Penna.
Established 1936

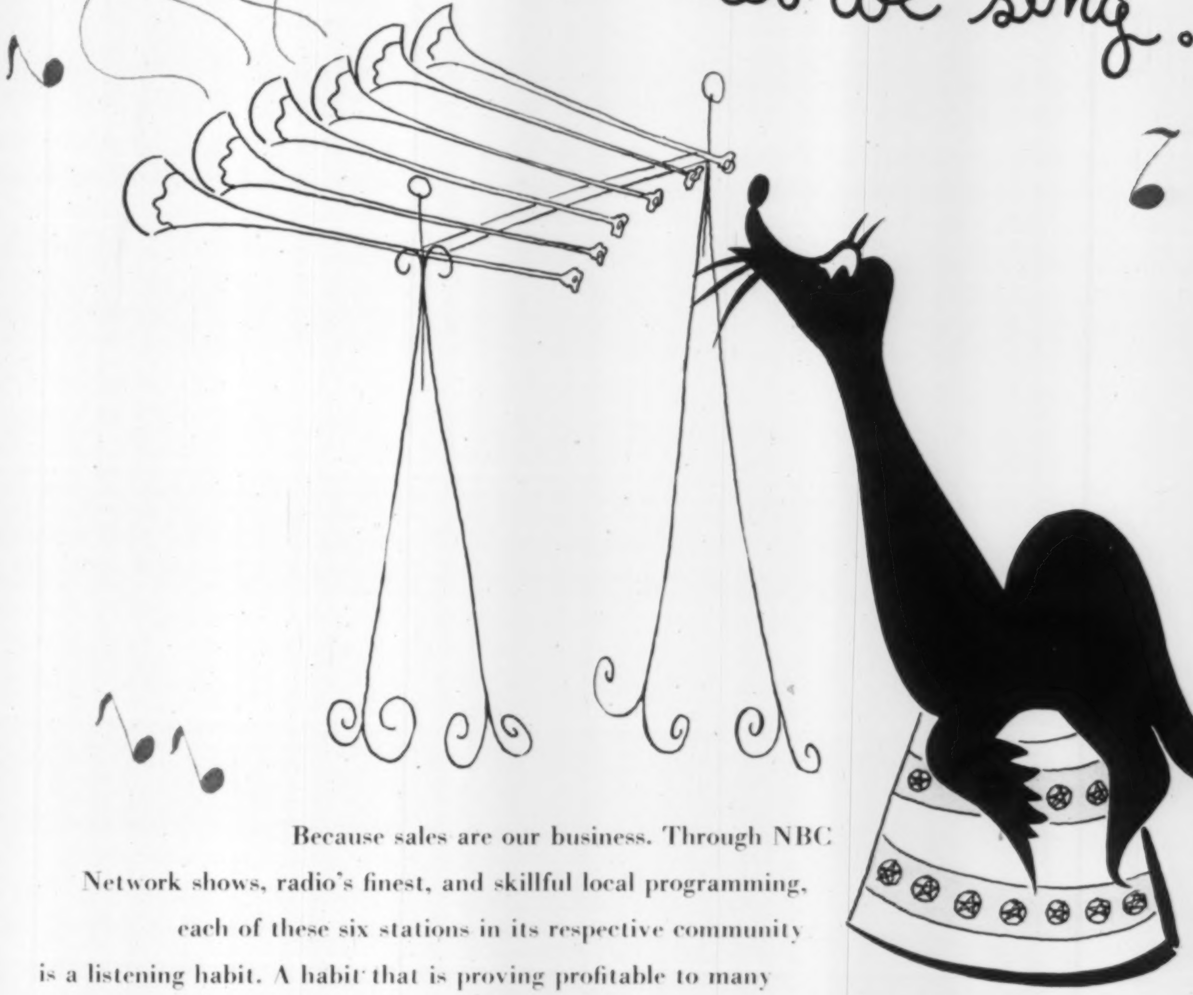
WGAL
Lancaster, Penna.
Established 1922

WDEL
Wilmington, Del.
Established 1922

WRAW
Reading, Penna.
Established 1922

WKBO
Harrisburg, Penna.
Established 1922

of sales we sing..



Because sales are our business. Through NBC Network shows, radio's finest, and skillful local programming, each of these six stations in its respective community is a listening habit. A habit that is proving profitable to many national advertisers. These six Steinman stations offer you a wonderful sales opportunity. Write for information.

Represented by *Robert Meeker Associates*
Chicago San Francisco New York Los Angeles

NBC AFFILIATES

THERE'S A LOT OF LOOSE COIN IN FLINT!

☆ Flint folks have been strewing it around in retail stores at the rate of $200,000,000 annually.

This comfortable catch of coin results from an exceptionally high average family income. And, just recently, the healthy Flint market enjoyed a significant gain when pay envelopes at General Motors took on weight. (Note: There are more GM workers in Flint than in Detroit.)

As you would expect, radio advertising is a major mover of merchandise in Flint. More surprising is the dominance of one station. WFDF alone *delivers more radio listeners than the other four local stations combined!*

Use WFDF in Flint—a major Michigan market—and watch the effect in *your* tills.

910 Kilocycles

FLINT WFDF MICH.

AMERICAN BROADCASTING COMPANY

NOW REPRESENTED BY THE KATZ AGENCY

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

BROADCASTING
TELECASTING

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FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule
Second issue: Network Boxscore; Public Interest
Third issue: Trends Survey
Fourth issue: Milestones
Each issue: Video, AM and FM Parades, FCC Box Score

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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Estelle Markowitz.

CIRCULATION AND READERS' SERVICE
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NEW YORK BUREAU
250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor.* Florence Small, Irving Marder, Marjorie Ann Donnell, Stella Volpi.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1, *CENtral* 4115
William L. Thompson, *Manager;* John Osbon, Jane Pinkerton.

HOLLYWOOD BUREAU
6000 Sunset Boulevard, Zone 28, *HEmpstead* 8181
David Glickman, *West Coast Manager;* Ralph G. Tuchman, *Hollywood News Editor;* Ann August.

TORONTO BUREAU
417 Harbour Commission Bldg. *ELgin* 0775
James Mantagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

Pry open the market with the local station

WNAC—Boston, Mass.
WFAU—Augusta, Me.
WJOR—Bangor, Me.
WICC—Bridgeport, Ct.
WTSV—Claremont, N. H.
WKXL—Concord, N. H.
WSAR—Fall River, Mass.
WEIM—Fitchburg-Leominster, Mass.

WHAI—Greenfield, Mass.
WONS—Hartford, Ct.
WHYN—Holyoke, Mass.
WLNH—Laconia, N. H.
WCOU—Lewiston-Auburn, Me.
WLLH—Lowell-Lawrence, Mass.
WKBR—Manchester, N. H.
WNLC—New London, Ct.

WBRK—Pittsfield, Mass.
WMTW—Portland, Me.
WHEB—Portsmouth-Dover, N. H.
WEAN—Providence, R. I.
WSYB—Rutland, Vt.
WWCO—Waterbury, Ct.
WDEV—Waterbury, Vt.
WAAB—Worcester, Mass.

It's local leverage that counts — the steady pressure from a local source close to the listeners and to the merchants who supply them. A Yankee home-town station applies just such leverage. It is the local source of Yankee and Mutual programs, an accepted and popular part of daily life.

Each of these stations offers, therefore, a ready-made, receptive and responsive audience. With 24 such stations you can go anywhere in New England. You have at your command the most flexible means for working out a sales program to fit your dealer set-up.

You can cover as much or as little territory as you wish. Select what you need most, working from city to city, or buy the whole network for the most complete coverage of this six-state market.

"This is The Yankee Network"

Member Mutual Broadcasting System

DON'T BE MISLED!

According To The Latest Available Audience Surveys, 1948 Figures, Not 1947
WROL IS YOUR BEST BUY IN KNOXVILLE

- ***Proof of Greater Coverage***

WROL with 5,000 watts at 620 kilocycles, gives you greater coverage than any other Knoxville station. WROL's 0.5 MV/M signal covers greater area according to the calculated values of Harold B. Rothrock, consulting radio engineer, Washington, D. C.

- ***Proof of Greater Audience***

Based on the only complete quarter-hour breakdown of Knoxville listening published since February, 1948, "The Knoxville Radio Research Study", sponsored by the radio stations of Knoxville and conducted by Bernice M. O'Connor and Dr. E. E. Garrision, Associate Professor of Marketing, College of Business Administration, University of Tennessee, covering the months of April, May and June, 1948, with a total of 43,200 coincidental telephone calls.

	WROL	Station "B"	Station "C"	Station "D"	Station "E"
7 AM-7 PM Mon.-Fri.	37.5	30.7	17.9	7.3	6.3

- ***Proof of Lower Cost***

The cost of Knoxville listening is approximated by assuming 100% listening and 40,000 radio homes in Knox County and using the single time 15 minutes published card rate. Relative costs are correct for any percentage of listening.

	WROL	Station "B"	Station "C"	Station "D"	Station "E"
Homes Per Dollar Cost	750	490	480	225	148

WROL Invites Any FACTS Contrary to the Above Statements

John Blair & Co., National Reps.

Harry Cummings, Jacksonville, Fla. Southeastern Rep.

W R O L

620
KILOCYCLES
5,000
WATTS

East Tennessee's Greatest Coverage

FOR EAST TENNESSEE

WROL-FM 76,000 WATTS, 97.3 MG, CHANNEL 247

East Tennessee's Most Powerful Station

Agencies

SANFORD F. WOLIN, formerly with Reporter Publications, New York, and previously at WBAA La Fayette, joins Edwin Parkin Adv., New York, as director of agency's newly organized radio and television department.

NORMAN C. LINDQUIST, one of founders of Television Advertising Productions, Chicago, and originator of De Paul U. television advertising course, first of its kind in country, named television director at Malcolm-Howard Adv., Chicago.

HUGH HOLE, former supervisor of commercial radio production at Dancer-Fitzgerald-Sample, New York, joins Brooke, Smith, French & Dorrance, Detroit and New York, as director of radio and television for Detroit branch. He previously was with Benton & Bowles, New York, in administrative capacity as well as director of radio and video shows.

Mr. Hole

DARWIN H. CLARK Co., Los Angeles, moves from 541 S. Spring St. to 1139 W. Sixth St., in expansion program.

DONAHUE & COE, New York agency, opens Washington, D. C., office with **J. RAYMOND BELL** as manager. Mr. Bell, who has been with Donahue & Coe for year and a half, will make his headquarters in National Press Bldg. Agency's Washington office will handle both advertising and public relations accounts. Donahue & Coe also has branch office in Atlanta.

MAJ. WALTER R. KING, former chief of liaison branch of Public Information Div. of the Army, joins Gardner Adv., St. Louis, and wi work on Army recruiting account recently placed with the agenc Gardner to open offices at 2531 Wilson Blvd., Arlington, Va.

BUELL M. BROOKS and **ERLE HOWRY** join Erwin, Wasey & Co. Los Angeles. Mr. Brooks goes into media department.

GRISWOLD-ESHLEMAN Co., Cleveland, Ohio, opens branch office at 307 W. Broadway, Louisville. **RICHARD W. SMITH,** senior executiv on major accounts for agency since 1935, manages new office, assisted by **ELEANOR CLARK,** who joined agency in 1935 and for past three years has been in charge of traffic control.

Mr. Smith

MARJORIE SCHMIDT Aug 18 became first woman to win $750 L. R. Fairall advertising scholarship at State U. of Iowa, annual award given by **L. R. FAIRALL,** president, Fairall Co. Adv., Des Moines, to outstanding advertising student of senior or graduate standing at university.

DEEDEE VAN PULLIAM appointed radio director of Kamin Adv. Houston. She was formerly with CBS Hollywood, prior to wartime service with USO in Washington. She also was with Milton Weinber Adv., Hollywood.

EARLE J. DUMONT, executive assistant and personnel director Smith, Bull & McCreery, Inc., Hollywood, is the father of a girl Donn Lynn.

ELMER F. JASPAN, formerly with McGeehan & O'Mara, New Yor appointed director of radio and television for Broomfield-Podmore Adv. Trenton, N. J. At McGeehan & O'Mara he was national advertising account executive for 26 stations. He previously did television productio with WZXJT Jamaica, L. I.

BURTON DURKEE, manager of Detroit office of Morris F. Swane Agency, elected vice president.

PHYLLIS ZOULIS, assistant to **HENRY KONESKY,** promotion directo Smith, Bull & McCreery Adv., Hollywood, resigns. She will be marrie Sept. 19 to William Milburn.

GEYER, NEWELL & GANGER, New York, adds following to its publi relations department: **RAY CONNORS,** formerly with Carl Byoir

(Continued on page 81)

ALL THE WAY DOWN THE LINE THEY'VE RENEWED THE

KTHT	Houston, Texas	RENEWED!
KING	Seattle, Washington	RENEWED!
KFMJ	Tulsa, Okla.	RENEWED!
WDSU	New Orleans, La.	RENEWED!
WHDH	Boston, Mass.	RENEWED!
KGW	Portland, Ore.	RENEWED!
WITH	Baltimore, Md.	RENEWED!
WPEN	Philadelphia, Pa.	RENEWED!
WCFL	Chicago, Ill.	RENEWED!
WHAS	Louisville, Ky.	RENEWED!
WPOR	Portland, Maine	RENEWED!
WROV	Roanoke, Va.	RENEWED!
KCKN	Kansas City, Mo.	RENEWED!
WLEE	Richmond, Va.	RENEWED!
WLIB	New York, N. Y.	RENEWED!
WFPG	Atlantic City, N. J.	RENEWED!
WBGE	Atlanta, Ga.	RENEWED!
WKLX	Lexington, Ky.	RENEWED!
CKVL	Quebec, Canada	RENEWED!
WMIE	Miami, Fla.	RENEWED!

...And many more!

Tommy DORSEY

DISC JOCKEY SHOW ON TRANSCRIPTION

FOR A 2nd BIG YEAR

STILL TRUE! *If you don't book it, you'll have to Buck it!*

VIRTUALLY EVERY MAJOR MARKET!

Just look at that list! One big testimonial, that's what it is! Everybody everywhere was sold on the T. D. Disc Jockey Show from the start . . . *and they've stayed sold!* That adds up to the most broadcast hours in transcription history for the second year in a row. A call or letter to the Dorsey office gets you in this biggest of all acts. You can sell the Tommy Dorsey Disc Jockey Show on transcription as full-, half-, or quarter-hour strips as well as spot announcements. Oh yes . . . at first we wanted to prove the T. D. power, never sold less than 52 weeks at a time. Now that we've made our point, boys, you can have it in 26-week strips. The cost? Never a better deal for station *or* sponsor!

THE TOMMY DORSEY DISC JOCKEY SHOW, INC.

1619 BROADWAY • NEW YORK 19, NEW YORK • TEL. Circle 7-2900

You can't talk to Californians with WFLA

but... you can talk to almost every Floridian in the heart of Florida's richest, most heavily populated trade area with WFLA and WFLA-FM. According to Hooper after Hooper, WFLA delivers more listeners in the growing Tampa-St. Petersburg market than any other station—morning, afternoon and night! And ALL programs—sponsored and sustaining, NBC and local—are broadcast over both WFLA and WFLA-FM.
When you want to talk to this Florida market, use the double-barreled impact of The Tampa Tribune Stations.

WFLA NBC AFFILIATE
WFLA-FM
The Tampa Tribune Stations

National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.
TAMPA

Feature of the Week

TEN years ago, radio was instrumental in bringing Fletcher Bowron into office as mayor of Los Angeles. Today he has definitely established himself as a "mike" mayor through unceasing use of the medium.

In September 1938, Mayor Bowron was elected to office in the face of virtually total press opposition, thanks largely to a "free radio." During this span he has been heard on just about every Los Angeles station, and for the entire period, has been heard regularly in a weekly 15-minute report to the voters via KFI Los Angeles. In addition he has been heard on KMPC Hollywod regularly since 1942.

These broadcasts have frequently been the point at which the mayor has first broken news stories. In fact the Los Angeles press, which has never been very kindly

(*Continued on page 16*)

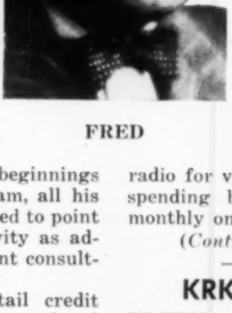
MAYOR BOWRON

On All Accounts

AS a youth fresh out of high school, Fred Baker got a job making barrels. Some years later he helped make an old friend Governor of the State of Washington. Today he is making friends —and customers—for the clients of his advertising and public relations agency, Frederick E. Baker and Assoc. One thing has just led to another.

Along the way, Fred gave up his job in an ice-cream factory (and took a cut of $50 a month in income) to serve for five years as field executive of the Boy Scouts. He was selected as "Young Man of the Year" (1937) by the Seattle Junior Chamber of Commerce, and he has held major posts with Kiwanis International.

Fred was born in Seattle Feb. 2, 1908 —and has rarely been away from there since, except for business, politics and Kiwanis. After the Horatio Alger beginnings with barrels and ice-cream, all his business experience seemed to point toward his present activity as advertising and management consultant.



FRED

As director of a retail credit agency, for example, he analyzed ailing businesses, and often the evidence pointed toward marketing and advertising as the cure. Later, as vice president and general manager of a commercial press, he saw the power of the printed word-and-picture to persuade. But it took a political campaign to complete his conversion into an advertisng executive.

It came about in 1940. Arthur B. Langlie was running for Governor of Washington on the Republican ticket, and the professional politicians wouldn't touch the campaign because it looked hopeless in a Roosevelt landslide year. Finally Mr. Langlie called on his close personal friend, Fred Baker, whose previous political experience had been confined to voting regularly. In six weeks, although the rest of the state vote went overwhelmingly to the Democrats, Mr. Langlie was Governor-elect.

"That's the first time I was really impressed with the power of radio," Fred says today. "It was concentrated repetition in that six-week period that drove home the idea."

Now the Baker agency, of which he is senior and controlling partner, uses radio for virtually all its accounts, spending between $15,000-$20,000 monthly on some 20 stations, prin-

(*Continued on page 83*)

KRKL Ownership

EDWIN A. KRAFT is not presently a stockholder in KRKL Kirkland, Wash. as reported in BROADCASTING's "On All Accounts" sketch of Aug. 2. According to F. L. Thornhill, sole owner of KRKL, Mr. Kraft has never had an interest, directly or indirectly, in the station.

WWDC leads all the Washington stations (both network and local)

We know it's hard to believe, but here are the facts: On Sunday afternoon, WWDC had MORE AUDIENCE than the four network stations *combined!* Just look at these figures from the C. E. Hooper June Share of Audience Report below:

STATION WWDC	44.3%
Station B	16.4%
Station C	10.2%
Station D	9.8%
Station E	4.6%
Station F	6.2%

In the evening from 6 to 10:30 p.m. WWDC ties a leading network station and beats all others. See the C. E. Hooper Share of Audience Report for July below. WWDC is indeed *the* sports station of Washington . . . *the* leading news and music station!

STATION WWDC	20.3%
Station B	20.3%
Station C	8.8%
Station D	19.1%
Station E	16.6%
Station F	5.7%

Available now! . . . The full schedule of University of Maryland Football Games. Write today for presentation.

Washington's leading independent
WWDC
AM and FM
Represented Nationally by
FORJOE & COMPANY

BIG!

ROBERTS
Roberts
Roberts
Enjoy Its Natural Flavor!
FOR COUNTRY FRESH FLAVOR REACH FOR ROBERTS

The dairy industry is BIG in the KFAB area. Roberts Dairy, with principal plants in Lincoln, Omaha, Sioux City, Waterloo and Grand Island is BIG in the manufacture and distribution of dairy products. Let the BIG station KFAB do a BIG selling job for you in a BIG area and reap BIG profits.

50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**

Which Twin Has the Toni?*

This "switch" on a familiar theme in advertising has resulted in sales for a new-type product. It Does The Work—and results are what a product—or a service—are judged by.

Likewise, in two short years, **WHHM** has shown advertisers the way to sales results in the Memphis Market.

Attentive Audience, plus Happy, Happy Hoopers give **WHHM** alert advertisers results that pay off at the cash register.

Who Could Want Anything More!

MORE LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM
Music * Sports * News
MEMPHIS, TENNESSEE

PATT McDONALD,
manager

FORJOE & CO.,
representatives

Member
Association of
Independent
Metropolitan Stations

***Toni Home Permanent**

New Business

ARNOLD & BORN Inc., New York (coffee and tea), consistent radio advertiser for several years, appoints French & Preston Inc., New York, to handle its fall campaign. Program participation and spot radio will be used extensively in New England markets, and television plans in that area also are underway. It is expected that contracts will be for 52 weeks.

DAY'S TAILOR-D CLOTHING Inc., Tacoma, Wash. (Campus King corduroy trousers), starts campaign in 11 Western states, including use of radio. Agency: Condon Co., Tacoma.

MARINE ELECTROLYSIS ELIMINATOR Co., Seattle (Red Devil soot remover), Oct. 15 starts test campaign using one-minute spots on KUGN Eugene, KFLW Klamath Falls, KXL Portland, KOCO Salem, Ore.; KDAL Duluth, WLOL Minneapolis, Minn.; KPKW Pasco, KIT Yakima, KXLY Spokane, KING and KXA Seattle, Wash.; KGEM Boise, Ida.; KFEL Denver; WSBR Superior, Wis.; KUTA Salt Lake City.

EASTERN AIR LINES Inc., New York, contracts with Jerry Fairbanks Productions for series of 15 one-minute video commercials, stressing air travel as best mode of transportation. Showings to commence in fall. Fletcher D. Richards Adv., New York, is Eastern agency.

NATIONAL BREWING Co., Baltimore (National Premium Beer, National Bohemian Beer), Sept. 13 starts *National Sports Parade* over WCAO Baltimore, Mon.-Sat., 6:05-6:15 p.m. Program formerly heard over WBAL Baltimore. Agency: Owen & Chappell, New York.

ROBERT SIMPSON Ltd., Montreal (department store), next month begins test spot campaign using both French and English stations in Montreal to spotlight special sales and events. **ARTHUR BURNS**, of Associated Broadcasting Co., Montreal, appointed to direct campaign.

VIRGINIA ELECTRIC Corp., Charleston, W. Va., cooperating with 15 General Electric appliance dealers in area, starts *General Electric Newstime* over WCHS Charleston, 17 times weekly. Contract, placed direct, handled by **JOHN SINCLAIR**, WCHS account executive.

QUEBEC COLLEGE OF PHARMACY, Montreal, starts Sept. 26 weekly transcribed show dramatizing life of a druggist on nine Quebec and Ontario stations. Account was placed direct.

GADGET-OF-THE-MONTH CLUB Inc., Los Angeles, appoints Ruthrauff & Ryan, Hollywood, to handle its national advertising. Radio will be used.

DALGLISH CHEMICALS Ltd., Toronto (Javex cleanser), starts transcribed morning disc jockey show with Mickey Lester on wide list of Canadian stations, marking first time Canadian disc jockey show has been transcribed for distribution throughout Canada. Agency: MacLaren Adv., Toronto.

Network Accounts • • •

PHILCO CORP., Philadelphia, to sponsor *Philco Television Playhouse* on NBC video network 9-10 p.m. Sundays, starting Oct. 3, with Actors Equity Assn. talent. NBC's seven East Coast stations to carry live from New York, other cities on film.

BUTLER PACKING Co., Oakland, Calif. (Dennison's Foods), starts 52-week sponsorship of *Newsweek Looks Ahead* on 20 ABC Pacific Coast and Mountain stations, Sun., 7:45-8:00 p.m. (PDT). Agency: Brisacher, Van Norden & Staff, San Francisco.

FISHER FLOURING MILLS Co., Seattle, Sept. 6 starts 52-week sponsorship of five-weekly, five-minute news commentary on 27 ABC West Coast and Mountain stations Mon.-Fri., 2:25-2:30 p.m. (PDT). Agency: Pacific National Adv., Seattle.

FORD MOTOR Co. of Canada, Windsor, Ont., Oct. 8 starts to July 1 *Ford Theatre* on 40 Dominion Network stations, Fri. 9-10 p.m. Agency: Cockfield Brown & Co., Toronto.

When You Buy Time in New England...

REMEMBER:* *In Worcester and 54 surrounding cities and towns

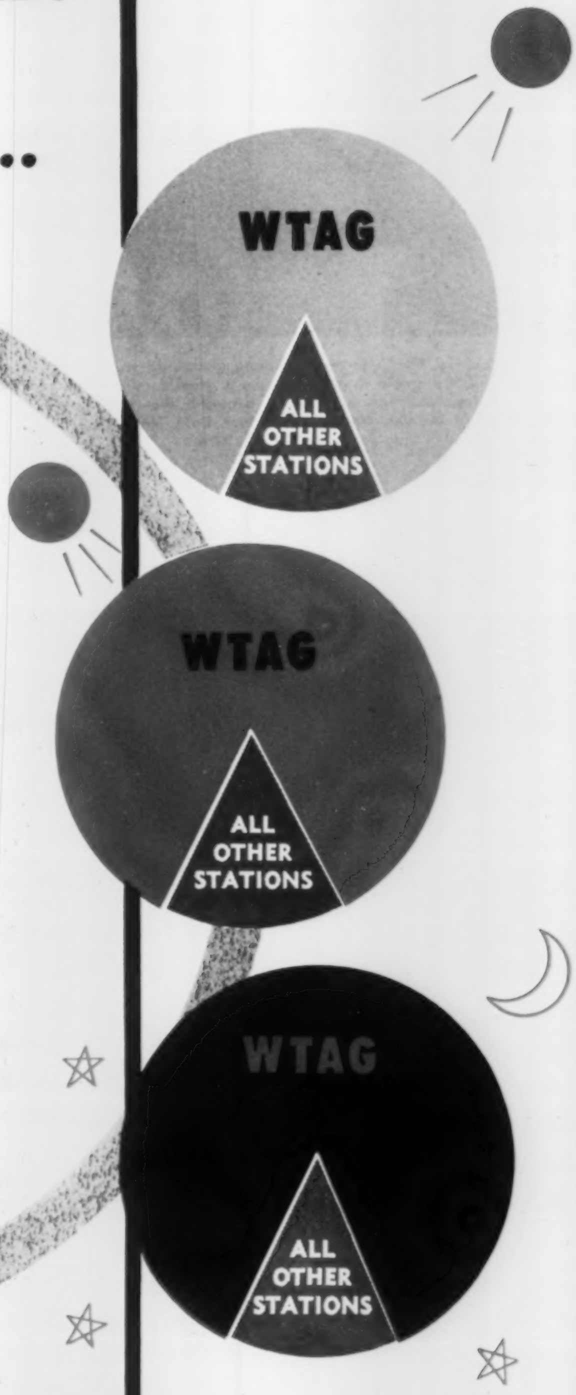
In the MORNING, WTAG **is first in Audience** 143 quarter-hours **out of 162 or** 88% **of the total time.**

In the AFTERNOON, WTAG **is first in Audience** 119 quarter-hours **out of 168, or** 71% **of the total time.**

In the EVENING, WTAG **is first in Audience** 141 quarter-hours **out of 168, or** 84% **of the total time.**

For the ENTIRE WEEK, WTAG leads in Audience 403 quarter-hours out of 498 or 81% of the total time.

All data from Benson & Benson Diary Study made in January, 1948 in Worcester and fifty-four surrounding cities and towns.



When You Buy Time—Buy An Audience!

WTAG WORCESTER

580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*

Affiliated with the Worcester Telegram & Gazette.

BASIC CBS
MASSACHUSETTS
VT
NH
CONN
RI

On "Robbins' Nest" opening program, hundreds of stars appeared at the studio to give program a great send off. Group above, from left to right, shows beautiful film star Vivian Blaine, Ted Straeter, Fred Robbins, Allen Dale, Margaret Whiting and producer Ray Green.

"ROBBINS' NEST"

A ONE-HOUR-SIX TIMES WEEKLY TRANSCRIBED DISC-JOCKEY SHOW!

TIME *says...*

Prisoners of WOV

"Hiya cat, wipe ya feet on the mat, let's slap on the fat and dish out some scat. You're a prisoner of wov, W-O-V, 1280 on the dial, New York, and you're picking up the hard spiel and good deal of Fred Robbins, dispensing seven score and ten ticks of ecstatic static and spectacular vernacular from 6:30 to 9 every black on the 1280 Club. . . . We got stacks of lacquer crackers on the fire, so hang out your hearing flap while His Majesty salivates a neat reed."

Newsweek *says..*

A major exception to these unpleasantly frequent rules is a 28-year-old handsome ex-lawyer named Fred Robbins. A brash, self-satisfied, but personable young man, Robbins conducts his show on WOV (Monday-Saturday, 6:30-9 p.m., EST), one of the smallest of New York's many independent stations. But his audience is one of the city's largest. Robbins's integrity in picking his records for the pure sake of good entertainment, his careful programming, and his astonishing—and original—jive language make his appeal almost unlimited. If the ethics of disk jockeying ever catch up with the profits, Robbins can take a large share of the credit.

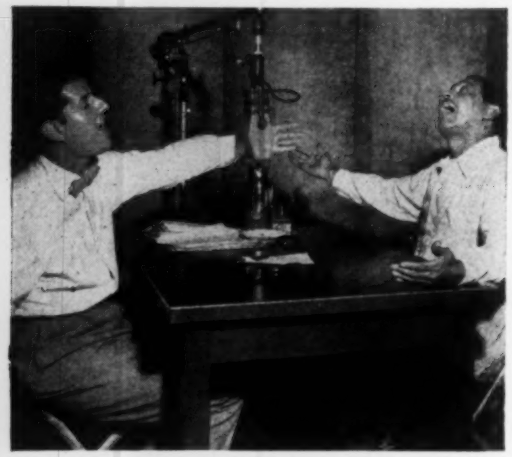
True says...

Robbins has become an influence upon our national life by reason of a peculiar combination of circumstances.

1. Because of his integrity, Robbins is one of the few persons in the field of jazz music who is accepted by all the various cliques of popular musicians—cliques which war upon one another as fiercely as the aboriginal Indian tribes did.

2. By having access to all of the jazz cliques, Robbins picks up the latest jive talk more quickly and more thoroughly than any other radio personality in the country.

3. Since most of the men who produce the nation's daily comic strips live in the New York area, and since most of them vie with each other to get into print with the latest jargon of youth, most of them are consistent listeners to Robbins' nightly broadcasts. They snap up his latest tongue twists and put them in the mouths of their comic characters.



Cab Calloway and Freddie Robbins hi-de-ho together when Cab visits "Robbins' Nest."

More opening program visitors are band leader Les Brown and Elliott Lawrence with Fred Robbins, and the network singing star Buddy Clark.

ONLY

Kermit-Raymond

BRINGS YOU PROGRAMS WITH SO GREAT A WEALTH OF TALENT!

GET ALL THE FACTS NOW! ASK ALSO ABOUT "HOLLYWOOD'S OPEN HOUSE," RADIO'S GREATEST HALF HOUR TRANSCRIBED SHOW - - - AND "IT'S A GREAT SHOW" STARRING JACKIE GLEASON. 260 GREAT QUARTER HOUR TRANSCRIBED VARIETY SHOWS!

USE THIS COUPON

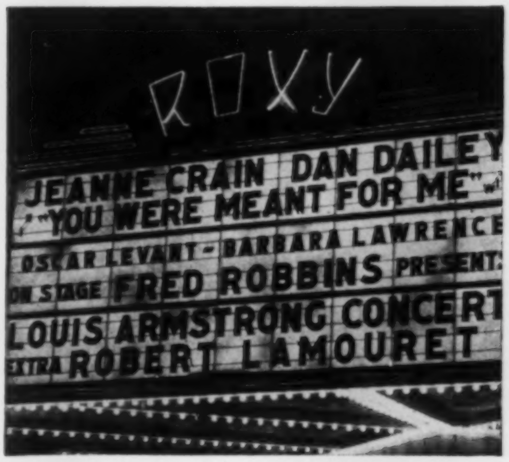
with FRED ROBBINS

AND A BIG NAME GUEST STAR CO-DISC JOCKEY ON EVERY SHOW!

NEW YORK CITY WENT WILD ABOUT FRED ROBBINS! YOUR AUDIENCE WILL TOO!

Fred visits the king during a Bing Crosby Decca recording session.

YOU BUY FIVE ONE HOUR SHOWS WEEKLY AT ONLY 15% OF YOUR ONE HOUR CLASS "B" NATIONAL RATE PER PROGRAM! YOU GET THE SIXTH HOUR FREE! THERE IS SPACE FOR 12 COMMERCIALS ON EACH PROGRAM. YOU CAN SELL QUARTER HOUR, HALF HOUR, OR FULL HOUR SPOTS—OR YOU CAN SELL ONE MINUTE SPOT PARTICIPATIONS. A COMPLETE EXPLOITATION AND MERCHANDISING CAMPAIGN GOES WITH THE SHOW GRATIS! THIS PROGRAM MAKES REAL REVENUE FOR THE RADIO STATION! SO GET READY FOR FREDDIE — GET "ROBBINS' NEST" EXCLUSIVELY FOR YOUR MARKET! ASK KERMIT-RAYMOND IF YOUR MARKET IS AVAILABLE.



Fred Robbins' popularity grows so great in New York that the famous Roxy Theater books Fred to head complete musical stage show.

Lana Turner, famous M-G-M star, is interviewed by Fred for his monthly Screenland Magazine column.

KERMIT-RAYMOND CORPORATION
11 East 52nd Street,
New York City (22)

Please send us auditions and complete information on "ROBBINS' NEST." We agree to take care of this audition and to return it as soon as possible. We will pay you a five dollar deposit for this audition transcription with the understanding that you will return the deposit upon receipt of the audition in good condition. If we have checked the other programs we are interested in receiving information on them also.

☐ "ROBBINS' NEST"
☐ "HOLLYWOOD'S OPEN HOUSE"
☐ "IT'S A GREAT SHOW"

____
(Radio Station or Agency)

by ______________________________
(title)

____
(address)

Again

Mobile

IS A

*** PREFERRED CITY-OF-THE-MONTH**

The August first issue of "Sales Management" again lists Mobile as one of the sixteen cities in the United States as "preferred," under their "Retail Sales and Service Forecast for August, 1948." This important port city now has an estimated population of 200,000 people.

And

Wmob

IS A

"PREFERRED STATION" WITH A HOST OF LOCAL AND NATIONAL CLIENTS

Local features plus ABC network shows, together with A SUBSTANTIAL SHARE OF THE MOBILE MORNING, AFTERNOON AND EVENING AUDIENCE (Hooper—Fall-Winter Report 1947-1948) are but a few of the reasons WMOB is "preferred" by many timebuyers.

- ***ASK A BRANHAM MAN FOR THE FACTS!***

The New

WMOB

A *NUNN* STATION

***Represented* by The Branham Co.**

D. H. LONG, Manager

Mobile, Alabama

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Allied Stores' System

EDITOR, BROADCASTING:

Just returned from a long road trip and in checking . . . BROADCASTING found the nice article and the nice editorial on our "checking results" system.

My very grateful thanks to you and I hope this system will be of service to broadcasting in its contacts with retailers and vice versa.

Walt Dennis
Allied Stores Inc.
New York

* * *

Says Set Fills Need

EDITOR, BROADCASTING:

I have noted in the Aug. 2 issue of BROADCASTING, page 23, . . . the excuse was given by broadcasters that lack of interest in FM is due to the absence of a good low-priced FM receiver.

Evidently the broadcasters . . . are not familiar with the fact that Zenith announced a new set, model 7H822, retailing for $49.95, that in every sense of the word fulfills the desire . . . for a good, legitimate, high performance, genuine - Armstrong, low - priced FM/AM receiver.

We . . . are in full production at the present time.

From reports . . . we believe we have an answer for the FM broadcasters which fulfills even their fondest hopes.

H. C. Bonfig
Vice President,
Zenith Radio Corp.
Chicago

* * *

Giveaway 'Solution'

EDITOR, BROADCASTING:

I believe I have the solution to the FCC's impending ban on giveaway programs. My program is called *Answer or Go Broke.*

The m.c. asks contestants questions. If they do not answer the first one correctly they pay the m.c. $2. If they miss the second one they pay the m.c. $4. The third one nets the m.c. $8, etc., until the contestant has lost $64. He is then eligible to try for the jackpot question. If he misses, the sponsors of the program back a truck up to the door, take all his furniture, stove and refrigerator. They do not have to be new or of any specified brand.

Not only does this get around the FCC ban but it pays the expenses of the whole program.

George Gray
Production Manager
WHEB Portsmouth, N. H.

* * *

Sees 'Thinking' Need

EDITOR, BROADCASTING:

. . . I enjoyed reading the Aug. 16th BROADCASTING . . .

My own personal opinion is that some of the articles, . . . could well have superseded some of those that hit the early pages of your magazine . . .

One of the best articles was pushed toward the end of OPEN MIKE, page 60, and by Robert D.

(Continued on page 52)

Feature of Week

(Continued from page 10)

toward radio, have often found themselves having to "cover" the Mayor's speeches as news, via radio sets.

The Mayor's office is literally wired for sound, what with a direct radio line into the suite. At times when he has been out of the city, his broadcasts have seldom been interrupted. When in England during the summer of 1947, he transcribed his comments there and the transcriptions were flown back to Los Angeles by American Airlines.

Sensitive to the value of radio in time of emergency or catastrophe, the Mayor early called upon the industry to aid in shaping a major disaster organization for Los Angeles.

Appraising the place of radio in the conduct of his office, Mayor Bowron advised BROADCASTING, "Radio has given me an opportunity to speak to the people in my own way, without any chance for misconstrual." In viewing his own use of station time he said, "I have never attempted to abuse the free use of radio time . . . using it only to inform and advise the people of problems, developments and events."

Does Own Writing

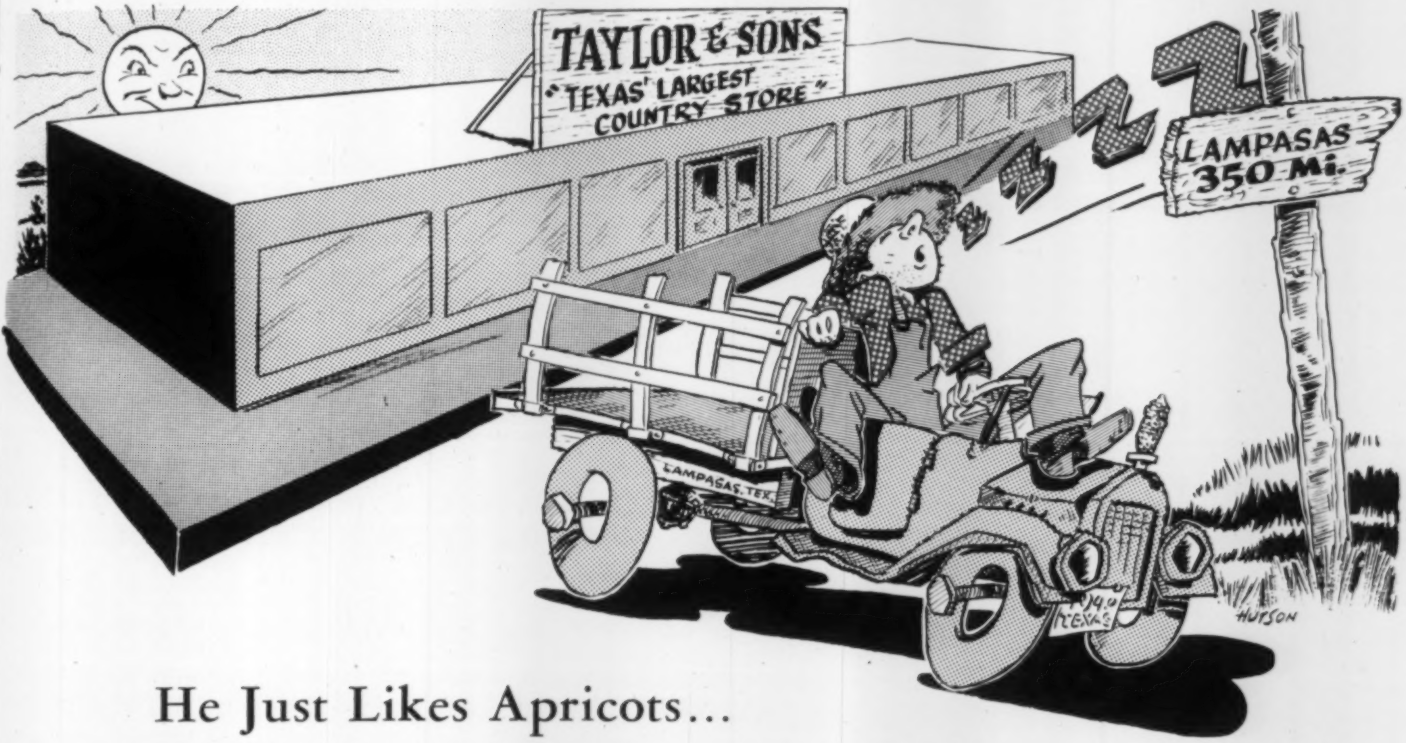
No ghost writer has any hand in shaping the Mayor's phrases. In fact his public relations assistant frequently learns things for the first time when listening to the program himself.

Mayor Bowron has never hesitated to call upon station and network executives for advice on radio. In fact Lewis Allen Weiss, MBS board chairman and Don Lee vice president and general manager, served on the city's airport Commission for several years on the Mayor's invitation.

Judge Justin Miller, NAB president, is another old friend of Mayor Bowron. And they frequently exchange visits and views, although Mayor Bowron declined to state whether he had ever tried to tell the Judge what was wrong with radio, or whether the Judge had ever sought to tell him how to run a municipal administration.

And the Bowron regime isn't missing any bets on television with a regularly scheduled program on KTLA Hollywood.

Things that make KGNC the *Tuned-in* station throughout the fabulous Panhandle...



He Just Likes Apricots...

On Tuesday, July 20th TAYLOR AND SONS GROCERY AND MARKET, operators of "Texas Largest Country Store" started the Eddy Arnold Show on KGNC at 7:15 A.M. Tuesday, Thursday, and Saturday. KGNC told its vast morning audience in 5 states (1,250,000 people in our primary area) that Taylor and Sons had a truckload of fresh apricots for sale. At 10 A.M. that same morning they were all gone and hundreds of people were disappointed. Taylor and Sons then sent a truck to Utah to get more apricots and advised this same audience on the following Tuesday morning that there would be more apricots on Thursday. When the store opened on Thursday morning, Mr. Ed Meyer, a farmer of Lampasas, Texas, over 350 miles away, was waiting. He was a regular KGNC listener and had driven up to buy 8 bushels of apricots. By 10 minutes of 9 that same morning the entire 850 bushels of apricots were gone. You can't beat the right combination, and in the fabulous Panhandle of Texas that includes KGNC.

KGNC

710 KC. AMARILLO, TEXAS 10,000 WATTS

Represented by **TAYLOR-HOWE-SNOWDEN** RADIO SALES, INC. • MEMBER OF THE **LONE STAR CHAIN**

Telestatus

(REPORT 22)

MIDWEST NETWORKS

MIDWEST network television, long on threshold of reality, edged a good-sized foot in the industry door within the past fortnight as the two major networks—NBC and ABC—revealed forthcoming operation on Sept. 20. NBC announced last Monday it would launch its TV network on a regular schedule with five stations at the outset—and six shortly thereafter.

Plans for the operation, announced by I. E. Showerman, vice president in charge of Central Division, were made at a meeting of NBC and station officials in Chicago following a conclave of network and station representatives and AT&T officials the same day with respect to allocation of facilities.

ABC a fortnight ago disclosed it would commence Midwest Network video, with WENR-TV as the key outlet. Latter outlet, Chicago's third TV station, debuts Sept. 17 [BROADCASTING, Aug. 23].

Original member stations in NBC operation are these—KSD-TV St. Louis, WWJ-TV Detroit, WTMJ-TV Milwaukee, WSPD-TV Toledo and WBEN-TV Buffalo. A sixth—WNBK Cleveland—will join upon completion of equipment tests some time this fall. Still another—WNBQ Chicago—will be added when it takes to the air later in the season, at which time it will become the hub of the skein.

Key Points

St. Louis and Detroit will serve as key program origination points, with the probability that Toledo also will be included, though on a smaller scale, Mr. Showerman said. A minimum service of 12 programming hours a week is planned during the early stages of operation. The two aforementioned cities, home of KSD-TV and WWJ-TV respectively, are natural originating points for the fall schedule, Mr. Showerman pointed out, because among other types of programs they will offer football telecasts to the Midwest network.

Of the original stations included in the Midwest tieup, all have or will have signed with NBC as TV affiliates, Mr. Showerman said. One of the six—WNBK—is an owned and operated NBC station by virtue of its parent organization, WTAM Cleveland (same will be true of WNBQ Chicago). All are AM affiliates of the network.

With respect to actual facilities NBC would use, all connections will involve use of coaxial cable, except the Milwaukee-Chicago and Toledo-Detroit links, which are connected by microwave relay towers (see map). Cable links between St. Louis (through Danville) and Chicago, Chicago and Toledo, and Cleveland and Toledo afford two-way circuits, which mean that facilities are available for both transmission and reception. Between Cleveland and Buffalo, however, is only one circuit, permitting WBEN-TV to receive but not transmit. Same holds true for the Milwaukee-Chicago relay tower tieup which enables only reception by WTMJ-TV.

Near Completion

Construction work on this link, begun early this year is nearing completion. Tests will be conducted on the St. Louis-Danville-Chicago cable link sometime next month, according to Mr. Showerman. Establishment of service connecting the Eastern TV network (with Pittsburgh and Philadelphia as key points) with the Midwest chain through Buffalo is expected by Jan. 1, 1949 or shortly thereafter, it was understood.

Mr. Showerman indicated that WNBQ Chicago would be ready to serve as a receiving center for network programs this fall, despite postponement of the station's overall opening service date, which he set around Feb. 1.

Other potential NBC TV outlets within the perimeter of present Midwest network are WLWC Columbus, WLWD Dayton, WLWT Cincinnati and WIRE Indianapolis. Three Ohio stations already have been authorized by FCC.

NBC has established following rates for stations at these centers: $250 per hour each for Buffalo, Detroit, St. Louis and Milwaukee, and $150 per hour for Toledo, a total of $1,150 on a one-hour basis. Half-hour total will run $690 and a quarter hour $460. Charges are for programs only.

(FCC has scheduled for Sept. 28 continuance of its probe into AT&T TV rates for facilities covering various circuits, such as those included in Midwest network.)

Mr. Showerman said programming would be divided equally between KSD-TV and WWJ-TV at the outset. While programs to be offered will be announced later, George M. Burbach and Harry Bannister, general managers of the respective stations, have indicated that schedules will include a full variety of programs from musical shows to sports events.

Those attending the Chicago network meeting, in addition to Messrs. Burbach and Bannister, included George Storer, president WSPD-TV (the Fort Industry Co.) and Walter Damm, general manager of WTMJ-TV.

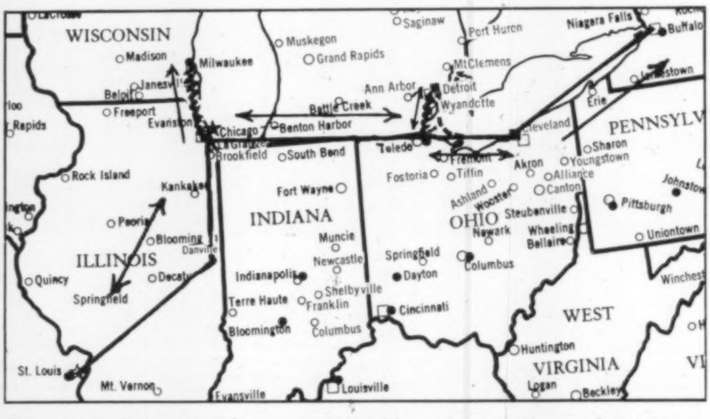
Film Presentations

Mr. Showerman said the network also would include use of film presentations and probably kinescopic recordings of eastern network programs, though no definite information had come forth from the East yet. ABC also will make use of them.

Other half of the Midwest TV network picture already has indicated it is negotiating for affiliates to join its network, to begin simultaneously Sept. 20. According to Paul Mowrey, ABC director of television, working agreements have been reached with WBEN-TV Buffalo, WEWS Cleveland and WSPD-TV Toledo, which would supplement WENR-TV. ABC's owned and operated WXYZ-TV Detroit is due to join Oct. 9. (Applications for other stations—in Akron, Canton, Cleveland and Toledo—were pending.)

Dual affiliations, in the case of ABC and NBC, are made possible by FCC's ruling which obviates exclusive network tieups.

How NBC Plans Its Midwest Hookup



Heavy inked lines represent coaxial cable and wavy lines relay towers. Two-way arrows indicate that stations can both receive and transmit insofar as cable or tower facilities permit. One-way arrow indicates that station located in place pointed to can only receive.

TV Boosts Sports

TELEVISION has increased the gate receipts at the Milwaukee Brewers baseball games, according to WTMJ-TV Milwaukee. The station is carrying all 77 games on the Brewers' home schedule, and an all time attendance record has been set with only 62 games played. WTMJ-TV reports that attendance at the wrestling matches and Golden Gloves boxing increased also when they were carried by the station.

BRITAIN TO MAKE NO CHANGE IN TV STATUS

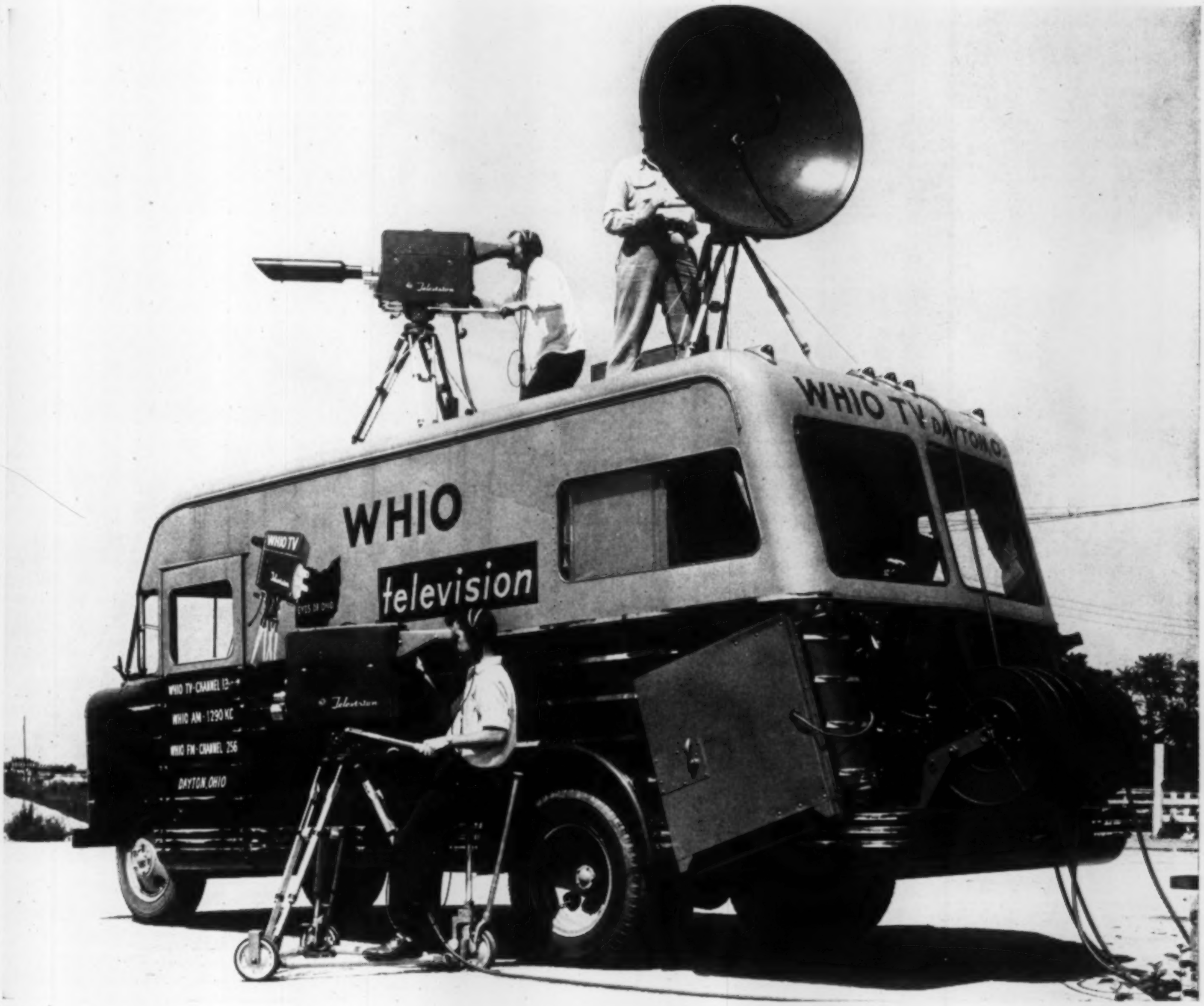
BRITISH television will continue to be a black-and-white lower band service for some years to come, it was officially announced last week. Decision parallels that made by the FCC early in 1947 and follows the same line of reasoning, that high-frequency full-color television is not yet sufficiently perfected to warrant a change from the present standards at this time.

Official decision to continue video broadcasting on the present standards—405 lines per picture, interlaced to provide 50 frames a second, slightly below the U. S. standard of 525 lines, interlaced to provide 60 frames a second—followed an examination of the various operating or proposed video systems by a television advisory committee headed by Lord Trefgarne. Committee's report averred that any change now "would prejudice more substantial improvements at a later date."

A suggestion that the BBC revamp its present standards, which have remained unchanged since the inauguration of video broadcasting in England in 1936, to conform to those used in the U. S. was also rejected on the grounds that the costs of such a change, both to the BBC and to the more than 50,000 TV set owners, would not be warranted by the improvement in picture quality that would result. Steady increase in the purchase of video receivers—3400 TV licenses were taken out during July—is taken as sufficient proof of the adequacy of the present service.

Standing by for "T-DAY"

• WHIO-TV Mobile Unit is ready to roll. Our crew is fully trained. We're going through daily dry runs now . . . standing by for "T-Day" when WHIO-TV goes on the air. Look for our opening announcement.


WHIO TV DAYTON, O.
WHIO
television
WHIO TV
WHIO TV-CHANNEL 13
WHIO AM-1290 KC
WHIO FM-CHANNEL 256
DAYTON, OHIO
Telestron

WHIO TV

DAYTON, OHIO

AM • FM • TV

G. P. Hollingbery Company
Representatives
Harry E. Cummings, Southeastern Representative

IT'S EASY, IF YOU KNOW HOW!

YOU know and we know that Southern people *are* "different." An announcer (or writer) who can really *sell* in New York may fare very badly in Dixie. And *that's true of programming, too.*

For 22 years, we at KWKH have *concentrated* on understanding the people in our four-State market. We've learned what they like, and what they don't like. We are years and years ahead of any similar organization in this area.

The result? Well, take your choice of whatever index you consider best. Hoopers? Yes. The old (but latest) CBS Study? Yes. The BMB Report? Yes—ask for *any* proof you wish!

KWKH

SHREVEPORT Texas **LOUISIANA** Arkansas Mississippi

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*
Dean Upson, *Commercial Manager*

BROADCASTING
TELECASTING

Vol. 35, No. 9 WASHINGTON, D. C., AUGUST 30, 1948 $7.00 A YEAR—25c A COPY

FCC LOTTERY COUP

Ban Said to Stick Regardless

By LARRY CHRISTOPHER

CONGRESS in recodifying Sec. 316 of the Communications Act into the Criminal Code has "renewed the determination that it is contrary to the public interest to permit the broadcasting of lottery programs over the air," FCC maintained last Friday in a supplemental notice to its Aug. 5 lottery ban. The notice indicated that:

- The anti-giveaway punch contained in its Aug. 5 proposed rule-making announcement has in no way been softened [BROADCASTING, Aug. 9].
- The Commission is not required to await prior judicial determination that a given program violates the new radio lottery ban in the Criminal Code before acting on such cases.
- Rules forbidding giveaways are proposed to be promulgated in the pattern of the Chain Broadcasting Regulations.
- The proposed rules "would set forth with particularity," as stated in the Aug. 5 announcement, "certain types of programs which the Commission believes are clearly prohibited."

The firm position was announced by the FCC after a week of closed-door sessions amid the titterings and speculations of "corridor" observers who offered varied guesses as to the method the Commission would use to pull itself from the legal morass created by the belated discovery of Congress' "repeal" of Sec. 316 of the Act, the Commission's anti-lottery authority. The FCC notice gave no hint of recognition that any alleged upset had been dealt its administrative prerogative.

Same Procedure

FCC said it would receive comments in protest or support of its proposed rules to Sept. 10, same date previously designated, and would hold oral argument if warranted. Argument before the Commission is considered sure.

The Commission on Aug. 5 had issued its proposed rules to clear the air of almost all the giveaway programs directly under authority of Sec. 316. It was estimated virtually all the "big money" network shows as well as most other easy-money programs throughout the country would be hit. Network, agency and station executives were faced with considerations of major program revisions and radio attorneys had a field day in legal interpretation [BROADCASTING, Aug. 16].

However, scarcely a week ago it was discovered that the 80th Congress on June 25 passed a law recodifying the Criminal Code of the Dept. of Justice and in so doing had removed Sec. 316 from the Communications Act of 1934, as amended, rewriting it as Sec. 1304 of the Code effective Sept. 1 [BROADCASTING, Aug. 23]. It was reported FCC had never been notified of the revision as is customary on all legislation affecting government agencies. Opinion in Washington legal circles immediately after the discovery was that FCC's jurisdiction over lotteries is decidedly questionable and that the Commission might have to rescind in whole or part its proposed ban. Most seemed to agree at the time that only the Dept. of Justice, not FCC, could act on Criminal Code matters.

Frank T. Bow, general counsel of the House Select Committee to Investigate the FCC, promptly queried FCC Chairman Wayne Coy as to "whether the Commission still plans to proceed in this connection and under what authority." Mr. Bow was advised by Chairman Coy Friday the Commission very obviously did plan to stick by its proposed policy. Mr. Bow was sent a copy of the Commission's supplemental notice. It is expected the Select Committee will take up the matter this week during its hearings on the Scott Decision of the FCC regarding granting of air time to atheists (See story page 25.)

Meanwhile one Dept. of Justice spokesman last Thursday told BROADCASTING the department had taken no hand in the giveaway matter. Apparently it had no desire to, either. "It's a matter for the FCC and broadcasters to resolve among themselves," he observed.

Regarding the action of Congress, the supplemental notice of the Commission stated that "No substantive change in the applicable law with respect to the broadcast of lottery programs was apparently contemplated by the recodification." The Commission observed that the change "was part of a general revision of laws re-

(Continued on page 64)

TAYLOR-BORROFF

New Firm Succeeds T-H-S

FORMATION of Taylor, Borroff & Co., effective Sept. 1, as national station representatives was announced today (Aug. 30) by O. L. (Ted) Taylor, majority owner and chairman of the new firm [CLOSED CIRCUIT, Aug. 23].

Edward R. Borroff, former vice president in charge of the ABC Central Division, becomes president and general manager of the new representative firm. He will headquarter in Chicago.

Taylor, Borroff & Co. succeeds Taylor-Howe-Snowden Radio Sales. Messrs. Taylor and Borroff have bought out the Howe-Snowden interests in the business.

"Mr. Borroff will take over the entire organization, devoting his full time, effort and unusual abilities to furthering the purposes of the organization's radio sales," according to Alex Keese, who will continue to headquarter at the Dallas office and concentrate on Southwest business. Mr. Keese is managing director of the Lone Star Chain and has been general manager of Taylor-Howe-Snowden Radio Sales. He has an active interest in the new firm.

Mr. BORROFF

Mr. TAYLOR

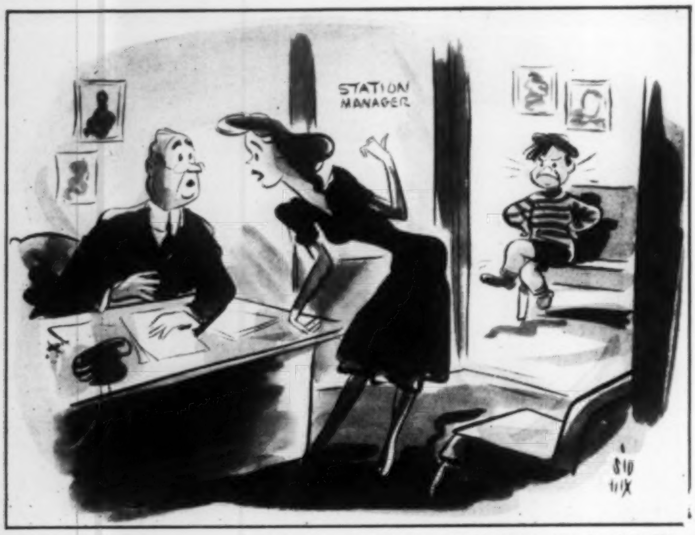
Other Offices

Clyde Melville will continue to headquarter in Dallas. Jack Allison continues as vice president in charge of the New York office, with Tom Peterson remaining as vice president in the Chicago office. James Ayers continues to head the Atlanta office.

Mr. Borroff, a Chicago radio veteran, has been credited with the development of many leading national accounts, including Toni, Swift, Sinclair, Armour, Kellogg, General Mills, Pillsbury, Shaeffer pens, Minneapolis-Honeywell, Libby, McNeil & Libby, Philco and Westinghouse, according to Mr. Taylor.

Starting his radio career at KYW Chicago in 1923, Mr. Borroff moved to WENR as sales manager and joined NBC Central Division when it took over WENR

(Continued on page 62)



Drawn for BROADCASTING by Sid Hix

"He refuses to leave until we give him equal time to answer the school principal who spoke yesterday."

GARMENT BUDGET

Quality Mills Plans Heavy Campaign

HEAVY radio campaign running far into the six-figure bracket will be drawn up this autumn for Quality Mills, Pottstown, Pa., by Stanley G. Boynton Inc., Detroit.

Mr. Boynton

The Pennsylvania firm, manufacturing garments ranging from bathing suits to shirts, last week named the Boynton agency to handle its national advertising. Quality has not used radio in the past.

With a total advertising budget approaching the million-dollar class, Quality plans to revamp its market and distribution methods. Under direction of Earnest Hunter, president, and Mr. Boynton, the company will exploit brand names nationally and regionally. Heretofore the company has sold through jobbers.

Besides extensive use of radio as a basic medium, Quality will supplement the air messages with dealer aids and merchandising techniques.

The Boynton agency has specialized in tailor-made station hookups for a score of years, pioneering this process on a nationwide basis.

Spaulding's Plans

A. G. Spaulding & Bros., sports manufacturer, places its radio through the Boynton agency, which works in cooperation with Hanley, Hicks & Montgomery, New York, handling the other phases of the Spaulding account.

Spaulding will sponsor the Davis Cup tennis matches on a 30-station hookup keyed from WNEW New York Sept. 4-6. The matches will be staged at Forest Hills, Long Island. The company also will sponsor the national tennis championship matches from Forest Hills Sept. 18-19 (see story page 23).

American Society of Industrial Engineers plans heavy use of institutional radio to promote achievements of American industry. The society has been testing radio through the Boynton agency.

THACKREY

FCC's Radio Property Price Ruling Hit

UNDER AVCO decision FCC has no authority to consider price paid for radio property and ruling requires only that competing applications to purchase a facility may be made on same terms, the Commission was told last week in petition filed by Dorothy W. Thackrey and Warner Bros. Petition answered earlier request of Southern California Television Co. that FCC require Mrs. Thackrey to set specific prices on sale of KLAC and KLAC-TV Los Angeles and KYA San Francisco to Warner for total consideration of $1,045,000 [BROADCASTING, Aug. 16].

Southern California is a new corporation which includes Edwin W. Pauley, millionaire oil man and television applicant at San Francisco. In its petition for the setting of separate prices, Southern California expresed its interest in filing a competitive bid for KLAC-TV alone.

In its petition Southern California requested the listing of separate prices on the ground that one price for all "limits the number of competing applications . . . defeats the purpose of the Commission's Avco procedure . . . and . . . violates past precedents and requirements" of the FCC in transfers under Avco.

The petition filed in reply by Mrs. Thackrey and Warner Bros. points out that Mrs. Thackrey owns all stock in the stations and has entered into an agreement to sell all her holdings on an all-or-nothing basis to Warner Bros. for $1,045,000. After this agreement had been entered into a letter was received from the Commission requesting a listing of separate prices and the petition was filed by Southern California.

In reply the petition states that due to the nature of the agreement money is being advanced to the Thackrey holdings as such and a settlement would be difficult on the separate properties; the letter from the Commission does not take this agreement into consideration; under the Avco decision the FCC has no authority to consider the price paid for radio property; the Avco decision requires only that an opportunity be offered for filing of applications on the same terms and

(*Continued on page 68*)

ALL-RADIO PLAN

Promotion Project Has 325 Subscribers

MORE THAN 325 stations have now subscribed to the All Radio Presentation plan and although financial success of the plan is assured, at least another 325 are expected to come in, according to Gordon Gray, WIP Philadelphia executive who is chairman of the All Radio Presentation Committee.

Advance work on the film, which will be the major vehicle carrying the All Radio Presentation (ARP), has progressed to the point where the script has been completed and actual production is expected to be finished in February, Mr. Gray said.

This week, a meeting will be held in New York by a subcommittee which will go over the script. This script was written by Victor M. Ratner, vice president in charge of promotion of CBS, at a summer retreat in Vermont. Mr. Ratner worked on it eight weeks. After the subcommittee okays the piece, a meeting of the entire ARP committee will be held to subject it to still further scrutiny.

"Being an all radio presentation, it must please every segment of the radio industry," said Mr. Gray. "It must do something for the big station, the small station, the network, the independent, AM, FM, television and all elements of the industry."

"We've been assured of financial success," he said. "We shall even have considerable sums to spend on the printing and other presentations which will go along with the film. If we have any unexpended sums left, as more stations come in, we'll refund the surplus on a pro-rata basis."

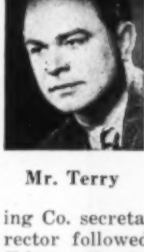
He emphasized that subscriptions have been yielding a satisfactory cash volume despite the fact that participation has been made so cheap that the smallest stations will be able to come in for $25—only one-third the price of the print of the moving picture itself.

"It is important that all of the radio industry realize the value of such a presentation," said Mr. Gray. "Other media are going ahead, publicizing their ability to carry a sales message. Radio must not be left behind.

"Radio has entered a period of competition once more, and that competition is here to stay. Newspapers are back with more newsprint, billboards are back in profusion with the increase in automobiling, and other media are pushing for the advertiser's dollar. We will have to fight for the advertiser's attention and the All Radio Presentation will help us do it."

Terry New KLZ Director And Secretary-Treasurer

HUGH B. TERRY, manager of KLZ Denver since January 1941, has been elected secretary-treasurer and director of the KLZ Broadcasting Co., it was announced following the company's annual meeting last week. Mr. Terry will continue his management duties at KLZ.



Mr. Terry

His election as KLZ Broadcasting Co. secretary-treasurer and director followed the resignation of Edgar T. Bell, secretary-treasurer and business manager of the Oklahoma Publishing Co., which is affiliated in ownership with KLZ as well as KVOR Colorado Springs [BROADCASTING, Aug. 23].

Mr. Terry, previously manager of KVOR for five years, also was re-elected an officer and director of that station. He is serving a third consecutive term as NAB District 14 director, and is also a director of Broadcast Measurement Bureau.

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JUNE TIME SALES

Drop From May; Food Class Leads

FOOD and food products, followed by toiletries and toilet goods, continue to lead all other products in network time sales, according to June tabulations of the Publishers Information Bureau.

Time sales in the food category were $3,644,468 for June on the four major networks and they totaled $24,995,604 for the January-June period. The nearest listing in time sales, for toiletries, indicated the networks grossed $2,640,836 for the month of June, and $17,211,072 for the January-June period.

Total time sales by the four networks for June, $15,631,141, barely topped those for the same month last year. The 1947 figure was $15,023,224, and for 1946 was $15,827,186. Total sales for the first half of 1948 show more than a $7,000,000 increase over the same period last year, however. This year's January-June total is $102,092,347, as compared to $94,958,165 for the same six months in 1947, and $99,571,846 for the first half of 1946.

In the light of May gross time sales almost every class of product took a dip in June sales, with food products leading in the decrease despite holding first place in total time sales for June. A decrease of $562,245 is figured. [BROADCASTING, July 26].

NETWORK GROSS BY PRODUCT GROUPS*
June 1948

	Class	June 1948	January-June 1948
1.	Agricultural & Farming	$ 145,749	$ 740,189
2.	Apparel, Footwear & Accessories	104,624	750,213
3.	Automotive, Automotive Accessories & Equipment	538,034	4,019,556
4.	Aviation, Aviation Accessories & Equipment	------	------
5.	Beer, Wine & Liquor	100,989	633,346
6.	Building Materials, Equipment & Fixtures	57,161	561,007
7.	Confectionery & Soft Drinks	539,570	3,828,757
8.	Consumer Services	164,994	1,338,549
9.	Drugs & Remedies	1,903,766	11,710,856
10.	Entertainment & Amusements	------	------
11.	Food & Food Products	3,644,468	24,995,604
12.	Gasoline, Lubricants & Other Fuels	444,398	3,001,135
13.	Horticulture	------	98,946
14.	Household Equipment & Supplies	703,578	4,197,447
15.	Household Furnishings	100,018	654,801

(*Continued on page 56*)

'FAXIMILE'

Hogan, Smith Davis Join Forces

APPOINTMENT of the Smith Davis Corp., New York newspaper and radio brokers, as consultants for the commercialization of "Faximile" was announced last week by John V. L. Hogan, president of Radio Inventions Inc., which owns the "Faximile" trademark. The deal, on a ten-year basis, marks the first nationwide move to bring facsimile to the public since the FCC gave the go-ahead last July 15, according to Albert Zugsmith, Smith Davis executive vice president.

The Radio Inventions-Smith Davis affiliation includes provision for a "financial interest" by the latter firm in the Hogan company, presumably a stock holding. Either Mr. Zugsmith or Smith Davis, president of the company, will be on the Radio Inventions board, and both will be on retainers as consultants.

Negotiations Underway

Negotiations are in progress with the Stewart-Warner Corp., Mr. Zugsmith said, for the mass production of fax sets for home use, coupled with AM and FM, to retail for about $100, and for fax home attachments to be installed in radio sets "at about the cost of an automatic record player attachment."

General Electric is already producing for Radio Inventions "Faximile" sending stations selling for about $15,000. Smith Davis and Radio Inventions are also dickering with Phillips Electronics, Mr. Zugsmith disclosed, for the sale of rights to make and sell "Faximile" sending and receiving equipment throughout the world except in the U. S.

Mr. Zugsmith envisages the Smith Davis-Radio Inventions tie-up as one which will be "a terrific shot in the arm for FM," a boon to financially-pressed television broadcasters, and a "revolutionizing influence" on the newspaper business.

Foresees Fax Future

"Any publisher who was not far-sighted enough to take out an insurance policy in the form of a facsimile license was very foolish," Mr. Zugsmith declared. He hastened to add that the effect of commercialized facsimile on other forms of radio and other media will not be felt overnight. "We're still in the crystal set period as compared with radio," he said.

But he added that black-and-white fax transmission is fast approaching technical perfection, and that printing speed is very close to the average reading pace.

Mr. Zugsmith estimates that it may be as long as five years before there is an audience large enough to make facsimile broadcasting really practicable commercially. He foresees a period of "pump-priming" in areas where facsimile is still almost completely unknown, aimed at creating a sizable audience for the medium when it reaches full maturity.

'Blondie' to NBC

COLGATE - Palmolive - Peet Co., through its agency, William Esty & Co., New York, will switch its *Blondie* show from Sunday, 7:30-8 p.m. on CBS to Wednesday, 8-8:30 p.m. on NBC effective the first week in October, it was announced last week.

PARTICIPATING in the signing of a 52-week contract between ABC and P. Lorillard Co., Old Gold cigarettes, for "The Original Amateur Hour" are (l to r) P. W. Lennen, chairman of the board of Lennen & Mitchell, the P. Lorillard agency; H. A. Kent, president of P. Lorillard, and Mark Woods, president of ABC. Program will be carried on 173 stations of that network Wed. 8-9 p.m. (EST) starting Sept. 29 [BROADCASTING, Aug. 23].

R&R Gives Bell, Ames Promotions

RUTHRAUFF & RYAN, New York, board of directors last week elected Joseph B. Bell and J. Lewis Ames as vice president and secretary, respectively. Mr. Bell, who joined R&R in 1928, also is assistant treasurer. Mr. Ames, with the agency since 1941, has been in charge of the legal department at R&R.

SPAULDING SPONSORS FINAL TENNIS MATCHES

A. G. SPAULDING & Bros. will sponsor broadcasts of the 1948 Davis Cup tennis matches from Forest Hills, New York, Sept. 4-6, on eight stations, and the 1948 National Tennis Championship Matches from Forest Hills Sept. 18-19 on 32 stations, it was announced last week.

Sponsorship of the Davis Cup finals is new for Spaulding, although it has carried the national meet for the past five years. Hanly, Hicks & Montgomery Inc., New York, is the Spaulding agency.

Stations carrying the three Davis Cup matches, 3:05-4 p.m., EDT, daily, Sept. 4-6 are WQXR New York, WPAT Paterson, N. J., KYA San Francisco, WCFL Chicago, WCOP Boston, WIP Philadelphia, KFVD Los Angeles and KVEN Ventura, Calif.

Boxing Again Is Signed By Gillette With ABC

THE GILLETTE Safety Razor Co. last week signed its fourth consecutive ABC renewal to sponsor broadcasts of the Friday night boxing bouts in New York, effective Sept. 2. The regular boxing schedule promoted by the Twentieth Century Sporting Club begins the following week.

The renewal also applies to stations of the Dominion Network of the Canadian Broadcasting Corp. Broadcasts begin at 10 p.m. Maxon Inc. is the Gillette agency.

$24,000 Jackpot

LAST Tuesday night a jackpot of $24,000 in merchandise, which is believed to be the biggest jackpot in radio history, according to BBDO, New York, was won by a 22-year-old sailor, Martin Lasher, on the *Hit the Jackpot* program, Tuesdays, 9:30-10 p.m. on CBS.

TITUS PROJECT

Three Get Prison Terms

THE HANDS of the law were clamped tightly around three principals in a fifth radio network (Radio America Inc.) last week when Superior Judge Albert C. Wollenberg, in San Francisco, ordered the trio to serve one to five-year terms in San Quentin Prison [BROADCASTING, Jan. 26].

Paul M. Titus, Rudolph J. Fjellstrom and Charles J. Husband, principals in the network project, were sentenced last Monday to serve prison terms for violating the California Corporate Securities Act.

The three principals were indicted some months ago by a San Francisco grand jury on a charge of selling $18,000 worth of stock in the proposed network without a permit from the state corporation commissioner. They pleaded guilty last June 10. Hearing on their motion for probation originally had been scheduled Aug. 9 but was postponed on request of defense counsel.

Last February the Fresno County district attorney dropped charges against Mr. Titus on the ground that he had returned $5,000 given him by seven Fresno investors and also had made good $650 due to bad check complaints.

Mr. TITUS

The optimistic prospectus of the original network enterprise had a goal of 3,000 affiliates, with the organization planning to process applications before the FCC and install facilities on a prefabricated basis. Few broadcasters had taken the project seriously though Mr. Titus had announced in January that the network would start operating last May 15 with 250 or 300 affiliates, with 600 affiliates by August.

First firm created by Mr. Titus was North American Broadcasting Service, a Nevada corporation, with United Radio Systems of America and Radio America Inc. following. After the indictment of the three principals in October 1947, the California state labor commissioner revealed that employes had filed a complaint for nonpayment of wages in November 1946, but an adjustment had been made and the case closed.

Edwards Is Named To Post at WEEI

Made Assistant General Manager; Hayes Gets His Chicago Job

WILBUR EDWARDS, Western sales manager in the Chicago office of CBS Radio Sales since November 1945, moves to WEEI, CBS-owned station in Boston, as assistant general manager effective Sept. 7, Harold E. Fellows, manager of New England operations for CBS and general manager of WEEI, announced today.

Mr. Edwards

Gordon Hayes, who has been assistant to Mr. Edwards, has been promoted to the Chicago post vacated by Mr. Edwards, it was simultaneously announced by Carl J. Burkland, general sales manager of CBS Radio Sales.

Mr. Edwards' first association with a CBS station was at WBT Charlotte, N. C., where he worked first as a student announcer, later as a full-fledged announcer and finally in 1937 as a member of the station's sales staff.

From 1940 to 1942 Mr. Edwards was with the sales staff of WCBS New York and from 1942 to 1945 he served as a Radio Sales account executive in New York.

Mr. Hayes joined Radio Sales in Chicago in 1945 as account executive following two years on the sales staff of WTOP Washington. Previously he had spent nine years on the staff of the Washington *Daily News*, three of them as advertising manager.

Reynolds Sets Up Fall Radio Plans

THE FALL radio plans for Reynolds Tobacco Co. (Camel cigarettes and Prince Albert tobacco) have been set effective the first week in October through its agency, William Esty & Co.

At that time the *Bob Hawk Show* which has always been on Thursday, 10-10:30 p.m. on NBC, will switch to CBS, Mondays, 10:30-11 p.m., while the *Screen Guild Theatre*, formerly heard then, will take over the NBC time. Both shows are sponsored for Camels.

Grand Ole Opry, Saturdays, 10:30-11 p.m. on NBC, will continue to be sponsored for Prince Albert.

The *Vaughn Monroe Show*, Monday, 10:30-11 p.m. on CBS during the summer, is scheduled to go off the air Sept. 25. However, the agency and client are mulling over the possibility of retaining the show in another time on either ABC or CBS. A definite decision is expected about Sept. 1.

Texas Co. Granted Opera TV Option

Accord on Metropolitan Concerts Telecasting Hinges on Unions

THE TEXAS CO., which will again sponsor Saturday afternoon broadcasts of the Metropolitan Opera on ABC, will have first choice to sponsor opera telecasts if network negotiations with the various unions involved are satisfactorily completed, it was announced last week.

ABC President Mark Woods officially said last week that the opera broadcasts will be carried, following a statement by officers of the Opera Assn. that there would be a 1948-49 season at the Metropolitan, due to last-minute agreements with the 12 unions involved. The association board had flatly stated early this month that the season had been cancelled [BROADCASTING, Aug. 9].

Included in the management-union agreement was an association declaration that it will use its best efforts to obtain from the broadcasting and recording companies and the sponsors, social security benefits with respect to broadcasts and recordings.

Mr. Woods added in his announcement that plans are underway to telecast performances in the 16-weeks series. The opening date has not been set.

Farnsworth Television and Radio will again sponsor the *Metropolitan Auditions of the Air* on ABC Sundays, 4:30-5 p.m. Warwick & Legler, New York, is the agency for Farnsworth, while Buchanan Co., New York, handles the opera broadcasts for the Texas Co.

CORRALLED

Denver D. A. Charges Three

By JANE PINKERTON

CASE of the "Broadcasting Company" which is charged with fleecing Western cattle breeders [BROADCASTING, Aug. 2, 9, 23] reached a climax Thursday as the Denver district attorney's office filed charges of "conspiracy to commit confidence games and to obtain money under false pretenses" against Nathan J. Warren, 34, self-styled president of "United Broadcasting Co.," New York, and his wife, Margaret, 29. Each charge carries a possible penalty of one to five years in prison.

Warren and William B. Steuer, 30, also of New York, were arrested July 25 in Minneapolis on a Colorado warrant, charged with operating a confidence game and conspiracy to commit fraud in connection with the passing of $2,000 worth of bad checks, Tom Patrick, chief invertigator for the Denver district attorney's office, told BROADCASTING Thursday. Returned to Denver for arraignment, Warren was released on $2,000 bond (reduced from $5,000) and Steuer is still being held in the county jail for failure to pay his $5,000 bond.

Although the bad check charges were the only ones on which the men were arrested, Denver District Attorney James T. Burke and his staff continued to investigate complaints from Western cattlemen that they had been sold time on "national" radio programs fraudulently, having paid large cash sums without receiving air time.

The investigation was speeded by networks and cooperating radio stations in Denver, which aired warnings to Western breeders about the extensive fraud campaign being conducted. Reports are being checked that similar operations were investigated in the East four years ago and carried to the South and Midwest two years ago. Whether or not the same group was involved could not be learned.

Check on Warren

Close watch on Warren's activities since his release on bond after arrest on the check charges was maintained by investigators working with Chief Investigator Patrick. They arrested Mr. and Mrs. Warren Wednesday in their firm's offices at the Mining Exchange Bldg.

The two are expected to be arraigned within the next week, Investigator Patrick said. The trial date will be set at the arraignment.

Both Warren and Steuer are reported to have long criminal records with the FBI, for operation of confidence games, conspiracy to commit confidence games and operating under false pretenses. Mrs. Warren has no record.

Police are gathering evidence from employes of the United Broadcasting Co., who were employed only a short time before the officials were arrested, as well as from stockmen.

Contacting breeders by telephone throughout Colorado and in neig

(*Continued on page 56*)

Pet Milk on NBC

PET MILK Sales Corp., Oct. 2 begins for 52 weeks *Mary Lee Taylor Show* on full NBC network, Saturdays, 9 to 9:30 a.m. CST. Program will originate at KSD St. Louis and will be repeated for West Coast at 12:3 p.m., CST. Agency is Gardner Adv St. Louis.

RELIGIOUS THREAT

'Scott Decision' Hearings Called

By ED KEYS

CALLING FCC on the carpet for the second time in less than a month, a House Select Committee last Friday ordered public hearings Aug. 31 and Sept. 1 to determine if the Commission's "Scott Decision" was driving religious programs off the air.

The decision issued in July 1946 involved the right of atheists to equal radio time to respond to religious broadcasts. It originated with demands of an atheist, Robert Harold Scott, for the revocation of licenses of three California stations for failure to make air time available to answer theists' broadcasts.

It would not come as a shock to some observers if the hearings branched out into investigation of other major issues in the industry such as giveaway programs and the FCC's programming prescriptions as contained in the Blue Book.

Frank T. Bow, general counsel of the Committee, a fortnight ago in a letter to FCC Chairman Wayne Coy, asked what the Commission proposed to do and "under what authority" with respect to its proposed ban on giveaways apparently nullified by a statute—suddenly unearthed—which repealed the section of the Communications Act on which the FCC had based its decision [Broadcasting, Aug. 23].

Chairman Coy's reply was sent to Mr. Bow last Friday concurrent with the issuance of the Commission's supplemental ruling on giveaways (see story page 21).

Rep. Forest A. Harness (R-Ind.), chairman of the House Select Committee investigating the FCC, in announcing the hearings said that "strong representations have been made, particularly by religious groups that the continued broadcast of religious programs has been seriously jeopardized by this decision."

Implications Claimed

"Because of the underlying implications of the vaguely worded decision," Congressman Harness continued, "it is contended that radio stations have become fearful that if they continue to grant time to religious groups, their license might be in jeopardy unless they grant time also to atheistic groups to reply to the religious programs."

An investigation into the decision was launched after it was called to the attention of the Committee by Rep. Charles J. Kersten (R-Wis.) Aug. 11 [Broadcasting, Aug. 16]. It became infinitely more apparent that hearings would be held after FCC a fortnight ago granted WHAM Rochester, N. Y. renewal for the regular period [Broadcasting, Aug. 23]. The renewal, inconspicuously buried in a routine statement on FCC actions, purportedly was issued a few hours after the Committee had requested the docket on the WHAM case.

"If the decision of the Commission really is having the effect of driving religious programs off the air," said Rep. Harness, "then that is an intolerable situation."

Congressman Harness said the hearings are designed to give the Committee the full facts with regard to the matter and to hear testimony from interested parties and permit them to present their case before the Committee.

Chairman Harness said it had been pointed out by the protesting radio and religious interests that while the stations in question were not refused renewal of their licenses because of the anti-religious protest, that the Commission by its decision and subsequent actions had indicated licenses might be revoked in the future for that reason.

Freedom Stressed

Emphasizing his firm belief in he right of freedom of speech, Rep. Harness explained he did not intend to see "that right used as a wedge to drive religion from the air or from any other place."

Religion was described by Congressman Harness as being "particularly important right now when anti-religious forces are on the march all over the world, and when the agents of a powerful anti-religious nation have been revealed to have infiltrated into positions of vital importance in our government." He left little doubt that he was referring to the Soviet Union, which is reported to be currently taking new action to suppress religion.

Rep. Harness expressed the hope that "the present uncertain situation with regard to religious broadcasts will be clarified in short order." He indicated that, if necessary, he would seek adequate definition of the rights of religious groups to the air waves through legislation in the 81st Congress in January.

Earlier hearings by the five-man Committee [Broadcasting, Aug. 5] brought broadcasters relief from the ambiguous Port Huron decision on political broadcasts.

FCC Chairman Wayne Coy, from whom the Committee had previously exacted clarification on the Port Huron case, will be filling a speaking engagement in Indianapolis during the hearings. General Counsel Benedict P. Cottone was in New York last weekend and Assistant General Counsel Harry M. Plotkin is in the midst of a month's vacation in New England.

Commission spokesmen last Thursday said they had received no official notice of the hearings. Some observers were of the opinion how-

(*Continued on page 66*)

ASCAP REFORM

Movie Decision May Affect Radio

By BRUCE ROBERTSON

REFORMATION of the ASCAP methods of licensing the use of its members' music in the motion picture field is being closely followed by broadcasters, who feel that the principles established in the court decision on the movie case [Broadcasting, July 26] may apply to broadcasting as well as motion pictures and so affect the industry negotiations for a new long-term ASCAP contract to succeed the one expiring Dec. 31, 1949.

Decree altering the ASCAP setup to comply with the ruling of U. S. District Judge Vincent L. Leibell is not expected to be complete until October and before that time it is impossible to predict exactly how the reformation will be accomplished. The decision, however, unmistakeably orders ASCAP to institute clearance at the source for music used in conjunction with motion picture films and to cease the present practice whereby the individual copyright owners license the movie producers to record their music, but the exhibitors are required to have performance licenses from ASCAP to reproduce that music in their theatres.

While the decision refers only to motion pictures, concluding a suit brought against ASCAP by 164 movie theatre operators, it is clearly in line with the clearance-at-the source provisions of the broadcasting networks' contracts with ASCAP, permitting the broadcasting of network programs licensed by ASCAP on all affiliated stations, whether or not these stations are individual ASCAP licensees.

Parallels Radio Situation

Just as the network program, so is the individual motion picture exhibitor unable to take the ASCAP music from a sound movie. The court treatment of the way performance rights should be acquired in the motion picture field does not follow the radio pattern since the networks derive their program origination for ASCAP music rights from the society itself, while the motion picture producers get their recordings or synchronization rights from the individual copyright owners. But the clearance-at-the-source principle already followed by the picture producers in the purchase of non-ASCAP tunes, of getting performance rights along with the right to record, will now apply to all movie music, ASCAP as well as non-ASCAP.

This procedure may constitute a direct precedent for the use of ASCAP music on television. The court ruling demanding clearance at the source for theatre performing rights as well as synchronization rights by the picture producers would form a clear cut pattern for the same sort of arrangement for filmed video programs, and it seems unlikely that ASCAP would demand or could succeed in getting separate performance licenses from the TV broadcasters for the right to use such films.

BMI, it is interesting to note, has from its inception in 1940 adhered to the principle of fair dealing laid down in the court decision. BMI affiliate contracts with motion picture producers have always covered the performance as well as the synchronization rights of BMI music, freeing the individual theatre owner from the need for taking out a separate performance license for music already licensed to the producer.

It would also seem logical to extend this principle of a recording and performing license package at the source to the transcription field. The broadcaster receiving a complete transcribed program is as powerless to broadcast that program without including its musical portions as he is to eliminate them from a network program or, in the case of television or theatre showing, from a motion picture film. Industry attorneys believe that the principle laid down by Judge Leibell requires ASCAP members either to abandon their practice of charging for recording or synchronization rights at more than the statutory two-cent rate or to combine the performance rights with them in a single package.

Leibell's Decision

In his decision, Judge Leibell declared that "almost every part of the ASCAP structure . . . involves a violation of the anti-trust laws . . . That ASCAP is a monopoly within the language of . . . the anti-trust laws was clearly established at the trial . . . The combination of the members of ASCAP in transferring all their non-dramatic performing rights to ASCAP is a combination in restraining of interstate trade and commerce which is prohibited by . . . the anti-trust laws. It restrains competition among members of

(*Continued on page 65*)

RADIO'S COLD WAR

Spectrum Imperiled at Mexico Meet

By J. FRANK BEATTY

A COLD electronic war aimed at U. S. commercial broadcasting and the State Dept. "Voice of America" service will be resumed by Russia when 78 nations meet Oct. 22 in Mexico City at the High Frequency Conference of the International Telecommunications Conference.

Two preparatory meetings will be held, starting Sept. 10. At stake in the three-ply series beside the supply of airwaves for "Voice of America" broadcasts is not only the 540 kc channel allocated to commercial broadcasting by the 1947 Atlantic City Conference but the entire world allocation structure.

This country's position at Mexico City was drafted last week after a long series of conferences involving officials of the State Dept., FCC, NAB and other interested groups. The document is going the governmental rounds prior to final approval and submission to Mexico City by Sept. 1.

Heading the U. S. delegation to the main conference, it is understood, will be ex-Ambassador to Cuba R. Henry Norweb [CLOSED CIRCUIT, Aug. 16], though President Truman has not yet announced the appointment.

Mr. Norweb chairmaned the American delegation to the Havana Treaty conference in 1937, where the first NARBA was written for AM broadcast channels. He is an experienced "ham" operator and thoroughly versed in the niceties of diplomacy as well as the technical aspects of spectrum allocation.

American Delegation

Full membership of the American delegation will be announced this week by the State Dept., it is understood. Included will be representatives of the State Dept., FCC, military, NAB, networks and communications companies.

Though it could not be confirmed at the FCC, it is understod Chairman Wayne Coy is considering the idea of taking part in the Mexico City proceedings. Ex-Chairman Charles R. Denny, now NBC vice president, was chairman of the International Telecommunications Conference at Atlantic City in 1947 when the U. S. was host nation.

Royal V. Howard, NAB director of engineering, will leave for Mexico City in mid-September to attend the meeting of the preparatory technical committee slated to start Sept. 13. This committee will go into such subjects as power needed for long and short-distance transmission along with possibility of getting maximum efficiency out of available frequencies through time-sharing and the use of directive antennas. The committee will work out the frequency assignments for seven periods of the 11-year sunspot cycle. One period was drafted at the spring meeting in Geneva—the median sunspot cycle.

The five-power Planning Committee of ITC will open its sessions Oct. 1. Participating will be the United States, United Kingdom, Russia, Mexico and India. This committee will resume where the Geneva conference left off last spring.

Plenary conference will take up recommendations of the two preliminary meetings. Up to this session, which may last as long as three months, is the problem of apportioning the limited supply of shortwave facilities among nations.

Forney A. Rankin, who resigns Oct. 1 as associate chief of the International Broadcasting Division of the State Dept. to become international adviser to NAB President Justin Miller, is expected to attend the shortwave plenary meetings starting Oct. 22.

Complicating the task of the conference because of the narrow spectrum space allocated to broadcasting at the Atlantic City meeting is the fact that no important broadcasting nation got more than half its frequency requests during the spring conference at Geneva.

As at Geneva, the Russian delegates are expected to resume their badgering role, which at times was of an insulting nature not customary in diplomatic negotiations. The Russians are attempting to put over a "priorities" theory of allocation that would in effect drive the United States out of international broadcasting.

The "priorities" plan is based on the theory that nations lacking internal communications facilities would in consequence be given more radio frequencies than other nations. Mexico had proposed a somewhat similar plan at the autumn meeting of engineers at Havana on NARBA. Their proposal for allocations to nations takes into account total area, population, number of languages spoken by the citizenry and related factors.

Supporting variations of the

(Continued on page 68)

PERON PAPERS PLEASE COPY!

Charges of Argentine President Create Stronger Unity Among Cuban Broadcasters

MAIL MARAUDER Juan Domingo Peron's charges of an international conspiracy against Argentina resulting from the famous "Clark Incident" evidently have backfired and produced a more closely-knit Inter-American Broadcasting Assn., it was learned last week.

Origin of the charges was the first annual IABA assembly in Argentina. It was generally felt that they were retaliation against the association for its adoption of a resolution citing the absence of freedom of radio in Argentina. Blasts were leveled at the "North American capitalist monopolies" collectively and Goar Mestre of Cuba, newly-elected president of the IABA, who was the prime mover behind the resolution, personally [BROADCASTING, July 26].

MR. MESTRE opens Cuban rally for Latin American solidarity against Argentina's controlled radio and press.

A boiling point in association relations between Argentina and other Latin American countries was reached when the mail of Herbert M. Clark, correspondent covering the assembly for BROADCASTING, was intercepted, printed in Madam Peron's newspaper, scotch-taped and eventually sent on to the rightful addressee.

Conclusive evidence of the boomeranging effect of the Argentina charges was manifested at a mammoth rally of all representatives of free radio staged in Cuba Aug. 15.

The rally is considered the forerunner of a series of crusades in all Latin American countries to forge a solid front to wage hemispheric war against Peron's state-controlled radio.

IABA reportedly has been immensely strengthened by the showdown with Argentina. A spirit of unity within the association exists to a higher degree than ever before, observers say.

No doubt remains as to the temper of Cuban broadcasters following the rally in Cadena Azul.

"Until Mr. Peron attacked us," one broadcaster said, "the Cuba broadcasters were pretty much disunited, but now we are present-

(Continued on page 66)

PUERTO RICO

Enterprise Threatened

AFTER 14 months of complacent acceptance of an FCC grant for a government-operated station on the island, Puerto Rican broadcasters last week awakened to the startling realization that their commercial operations were jeopardized by the ruling.

The tardy plaintiffs have made their plight known to the House Select Committee investigating the FCC.

Their appeal was registered last week in a cablegram to Rep. Forest A. Harness (R-Ind.), chairman of the Committee currently investigating the FCC's "Scott Decision" and other industry matters (see story page 25).

Frank T. Bow, general counsel of the Committee, acknowledged receipt of the message from a spokesman for 20 Puerto Rican broadcasters who had suddenly become alive to the belief that a vast government operation might snuff out the lives of their stations.

"We have made some study of the matter," commented Mr. Bow, "and the staff is preparing a memorandum to present to Chairman Harness upon his return to Washington." Rep. Harness returned to the Capital last weekend.

Additional Complaints

Mr. Bow acknowledged that, subsequent to the receipt of the cablegram, additional complaints about the license grant had been received by the Committee. In the absence of the Committee chairman, Mr. Bow declined to divulge the source of these complaints.

Little or scant opposition was offered by the island's private broadcasters when the FCC issued a commercial grant to the Puerto Rico Communications Authority April 30, 1947, for the 10 kw station on 940 kc. The apathy of private broadcasters at that time was traced to what was reputedly a prevalent opinion among them that the government station would be engaged only in educational and cultural operations.

The exact time the private broadcasters became alarmed has not been ascertained. Cognizance had been taken in American trade circles as early as last July (editorial, July 19). But once it became common knowledge that

(Continued on page 68)

WGN-TV Contracts For DuMont Video

To Be Exclusive Chicago Outlet For Network's Programs

WGN-TV, owned by WGN Inc., a subsidiary of the *Chicago Tribune*, will be the exclusive Chicago outlet for programs originated by the DuMont Television Network, it was announced Thursday.

The announcement followed closely upon the heels of other significant developments in Midwest network video during the past week (see TELESTATUS, page 18). The contract affiliating WGN-TV with DuMont was signed by Frank P. Schreiber, manager and treasurer of WGN Inc., and Humboldt J. Grieg, sales manager for the Eastern TV chain.

Outstanding commercial and sustaining programs originated by the network will be available to the station early next month, according to a joint announcement by Mr. Schreiber and Mr. Grieg. Until station connections from East to Middle-West become operative, the programs will be available to WGN-TV mainly by Teletranscriptions, an exclusive double-system process, developed by the Allen B. DuMont Laboratories, of reproducing shows off cathode ray tubes.

First commercial program scheduled is the *Original Amateur Hour*, sponsored by P. Lorillard Co. (Old Golds) beginning Sept. 26. Show, which is televised Sundays 7 to 8 p.m., is one of New York's top-rated television programs.

Mr. Schreiber stated the DuMont contract had been made in keeping with the "long established policies of WGN Inc. to make the best radio and television features available to the Middle-West." Lawrence Phillips, director of the DuMont TV network, said that signing of WGN-TV as an affiliate stressed the importance of a major network having "the dominant TV outlet in the nation's second largest market."

KSFO
Television
KPIX
San Francisco

EQUIPMENT for TV layout of KPIX San Francisco, TV affiliate of KSFO, was previewed in model layout form by Philip G. Lasky (l), general manager of Associated Broadcasters, and A. E. Towne, engineering director. Station expects to go on air in December with RCA TT5A transmitter, with antenna atop Mark Hopkins Hotel. Effective radiated power is to be 29.9 kw, according to Mr. Towne. Studios will be in the KSFO annex of the Mark Hopkins.

HIGH-BAND TV

Hearing Is Expected To Start Sept. 20

ALL SIGNS last week pointed to FCC's proceeding as scheduled in its Sept. 20 high-band (475-890 mc) television hearing. No request had been received by the Commission for any delay by deadline Monday and FCC itself by Friday had evidenced no reason for continuance on its own motion.

There had been some speculation earlier that several participants favored postponement on ground that adequate information is not yet available on high-band experiments to warrant allocation consideration [CLOSED CIRCUIT, Aug. 23]. One FCC spokesman commented that even though sufficient data may not be available, the hearing would show just what progress has been made. The Commission representative said he knew of no reason that might effect any delay in the hearing.

FCC ordered the high-band hearing in May concurrent with its sweeping revision of overall allocation policy for television [BROADCASTING, May 10]. The Commission directed that the Sept. 20 hearing consider feasibility of using the 475-890 mc band or part of it for either black-and-white and/or color television.

Westinghouse Report

The Commission records show that Westinghouse apparently plans to give the longest report and will deal with feasibility of high-band Stratovision [BROADCASTING, Aug. 23]. RCA-NBC reported that it will have detailed presentation, too. Others filing appearances included Philco Corp. and Philco Television Broadcasting Corp., Television Broadcasters Assn., Allen B. DuMont Labs., CBS, Cowles Broadcasting Co., Eitel-McCullough Inc., the G. A. Richards stations (WJR Detroit, WGAR Cleveland, KMPC Hollywood), Television California Inc., and Twentieth Century-Fox Film Corp.

Following up the earlier observations that the insufficiency of high-band propagation and other data might warrant hearing delay, views were circulating in Washington last week that industry authorities agree that allocations and standards to be employed by commercial video in the high band could not be established before the end of 1949.

It further was indicated manufacturers estimate an additional four or five years would be required to produce equipment, with the same time necessary to engineer suitable receivers and converters. The conclusion assumed was that the high band will not be useful for commercial operation before five or ten years and if standards are changed or modified the time would be extended.

Westinghouse Electric Corp. and Westinghouse Radio Stations Inc. propose to appear jointly at the Sept. 20 hearing. About six hours of testimony is to be presented.

Some four hours is to be required by RCA-NBC, who stated that Dr. C. B. Jolliffe, executive vice president of RCA in charge of RCA Labs. Division, and others would appear. CBS did not indicate names

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Roosevelt Series Discussed for TV

ABC, which is slated to air *Eleanor and Anna Roosevelt* as a five times weekly feature beginning Oct. 4, last week was discussing the possibility of filming the series for television, the network said.

The program will be launched as an AM feature, but chances for its being televised or filmed appeared hopeful last week, officials disclosed. It also was reported by ABC that a number of inquiries have been received from prospective sponsors, although no contracts had been signed by last Thursday.

The program, to originate in Hollywood where Anna Roosevelt Boettiger, the late President's daughter will make her home, will be an afternoon feature over the coast to coast network. Mrs. Roosevelt's portion of the program will be picked up wherever she is at the time of broadcast. It is expected that the opening programs will be shortwaved from Europe, due to her attendance at the UN General Assembly meetings.

The package program was bought by ABC from Masterson, Reddy and Nelson. Talent alone was disclosed by the network as costing $3,250 per week.

Mrs. Roosevelt and her daughter will discuss national and world events of interest to women, as well as items of general interest in the fields of fashions, the theatre, literature and education, ABC said.

Quantity Output of New TV Test Device Started

QUANTITY production of a new television test device which will accelerate the output of video amplifiers was announced last week by the RCA Engineering Products Dept.

The new instrument, a precision video sweep generator (RCA type WA-21a) will permit faster testing of television frequency system, making possible visual observation of the frequency response characteristic, when used in connection with suitable detector and oscilloscope, according to RCA.

STANDARDIZED TAPE

NAB Adopts Rules

MAIN barrier to widespread production of magnetic tape recording equipment was lifted last week when an NAB project committee adopted standards governing speed of tape and similar specifications.

Latest step in the seven-year campaign of NAB to bring about national and worldwide uniformity in recording standards, the committee action brings the magnetic tape segment of the industry in line with disc reproduction.

"Final adoption of the new magnetic tape standards may occur this autumn," Dr. Royal V. Howard, NAB engineering director, declared Thursday. He said this would depend on the speed with which interested groups can act on the proposals.

The standards were adopted Wednesday at a meeting of Project Group D of the NAB Recording & Reproducing Standards Committee, held in Cleveland. They go in turn to the NRRSC Executive Committee, a full NAB Engineering Executive Committee and finally the NAB board which meets in mid-November.

"Lack of standards in the magnetic recording field has been one of the main deterrents to adoption of tape recording," Mr. Howard said.

Speed Requisite

The project group decided on a speed of 15 inches per second as the primary rate at which tape passes through the recording apparatus, with 7.5 inches as a secondary speed and 30 inches as a supplemental speed.

The 15-inch rate was adopted as the slowest speed meeting the NAB frequency response characteristics between 50 and 15,000 cycles, the project group decided, but also warned that at the present state of the art it may be difficult to obtain 15,000 cycle response within confines of the minimum specifications.

Will Raise Standard

It took the position that refinement of present processes may bring tape reproductions at 15 inches up to that of the 30-inch standard of the German Magnetophone.

The group felt that the .7.5-inch secondary standard would meet the NAB All-Industry Plan specifications between 50 and 75,000 cycles. This 7.5-inch rate corresponds to the proposed Radio Mfrs. Assn. velocity for home recordings. The 30-inch speed is known to meet all NAB standards at 15,000 cycles.

British Broadcasting Corp. preparations looking toward the 30-inch speed were discussed by the project group, which felt the small area of differences in the American and Continental proposals could be resolved.

Other standards adopted at Cleveland include ¼-inch tape width; breakage, temperature and humidity characteristics; noise factor 40 db below peak signal level; 33-minute playing time per spool.

Employment of two basic speeds —15-inch and 7.5-inch—will enable, for portability or if wide range is not required, the cutting in half of the amount of tape necessary for any given period of time, it was stated.

Project Members

Chairman of Project D group is Dr. S. J. Begun, Brush Development Co. Other members who attended the Cleveland conference were H. E. Roys, RCA-Victor; H. H. Ranger, Rangertone Inc.; Neil McNaughten, NAB; Price Fish, CBS; W. R. Stewart, RCA; O. Kornei, Brush Development Co.; R. Marchant, Minneapolis Mining & Development Co., maker of tape.

West Central Appoints Mueller Vice President

APPOINTMENT of Fred C. Mueller, manager of WEEK Peoria, Ill., since last September, as vice president and director of West Central Broadcasting Co., which owns the station, was announced last week. The move was part of a realignment of West Central officers following transfer of capital stock of the firm from E. K. Gaylord and associates in the Oklahoma Publishing Co. to former Gov. Robert S. Kerr of Oklahoma and associates in Kerr-McGee Oil Industries Inc.

Mr. Mueller

Former Governor Kerr retained the position of chairman of the board of West Central. D. A. McGee was named president.

Mr. Mueller, a native of St. Louis and graduate of the U. of Missouri school of journalism, has been affiliated with radio interests of Oklahoma Publishing since 1932.

Madison Square Garden To Use Radio for Rodeo

MADISON Square Garden will spend approximately $25,000 on a radio campaign in New York to promote its 23rd Annual World Championship Rodeo, featuring Gene Autry, through its agency, Deglin-Wood Inc.

The show runs from Sept. 29 to Oct. 24. The following 13 New York stations will carry live spot announcements and participation shows as well as station breaks: WCBS, WNBC, WOR, WJZ, WHN, WNEW, WINS, WMCA, WLIB, WOV, WEVD, WBNX, WQXR and WAAT Newark.

Campaign starts Aug. 29 to Sept. 1 and then resumes again one week before opening day and extends for the first week of the rodeo.

Miles Signs for Serial On CBS as of Sept. 20

MILES Laboratories Inc., Elkhart, Ind., signed with CBS last week to sponsor the daytime serial *Hilltop House*, beginning Sept. 20. The program is heard weekdays from 3:15-3:30 p.m. Wade Advertising, Chicago, is agency.

Miles also has renewed its sponsorship of the 5:45-6 p.m. period across the board effective Sept. 27, and will replace *Lum 'n' Abner* with a new program. *Lum 'n' Abner* will be sponsored Sundays, 10-10:30 p.m. by Frigidaire, starting Oct. 3. Foote, Cone & Belding, Chicago, is Frigidaire agency.

Football Spieler

THERE may be more active football spielers elsewhere in the country, but in Los Angeles Bill Welsh is the "bee." On television he has handled games of the Los Angeles Dons via KTLA. If Tidewater Associated, which sponsors the games of U. S. C. and UCLA, gets the video rights, Bill may be doing them for television in addition to AM broadcasting. To keep from going rusty (during the week, that is), he's also general manager of Allied Adv. Agencies, Los Angeles. In 1947, he handled 27 games on television and radio, winding up with the Rose Bowl Game.

FM PROGRESS ROUNDUP IS LAUNCHED BY FMA

ROUNDUP analysis of FM progress, with emphasis on station promotion and cooperation with retail dealers, was started last week by Bill Bailey, FM Assn. executive director.

In a questionnaire sent to a FM broadcasters, Mr. Bailey called for information to be used by FMA in audience building and dealer activities. His covering letter pointed out that two major manufacturers, Zenith and Emerson, have introduced low-cost receivers.

Results of the survey will provide the basis for discussions a FMA's second annual conventio to be held Sept. 27-29 in Chicag

Questions asked FM station include: Number of dealer meetings; dealer cooperation; FM sets in primary area; adequacy o dealer stocks; operating data; AM affiliation; network affiliation; duplicating of programs; newspaper affiliation; promotion of FM through newspapers and AM affiliates; aid desired from FMA.

KOB TAX

N. M. Levy Attempt Stymied

LEGAL blow at state efforts to impose franchise taxes on broadcast stations was struck by the New Mexico District Court in a decision holding that imposition of such a tax on KOB Albuquerque would be unconstitutional [BROADCASTING, Aug. 23].

The case, which has been hung in the courts nearly three years, grew out of attempt of the state Bureau of Revenue to apply a 1935 franchise tax to broadcast stations. The 2% tax had not been levied on stations for nearly a decade, since broadcasting is classified as interstate business in a predominant share of court rulings.

When the revenue officials held the tax applicable to KOB the station went to the District Court for relief. The trial court held the tax applicable. KOB then appealed to the state Supreme Court, which held the state could constitutionally levy the tax on that part of the station's income derived from the sale of local advertising, but not on the part from interstate business. It sent the case back to the trial court with instructions to allocate the station's revenue between local and intrastate business.

Directs Refund

District Judge David W. Carmody, after deciding such an allocation was imposible, directed that judgment be entered for KOB for the amount of taxes it had paid to the court, directing revenue officials to refund such amounts.

In his opinion Judge Carmod referred to argument that KO is heard in 16 states, with advertisers claiming to receive out-of-state business. The court held:

"If these particular advertisers are t be excluded, it is an impossibility f this court, or any other court to arriv at an exact figure as to what the ta should be on purely intrastate busines

"It would appear to the court tha the only solution is a clarification b the Legislature of its Act, in order tha there might be an equitable apportionment of the tax between intrastate an interstate advertising business. Thi could be worked out by formula, suc as has been adopted in various othe states. However, under the present ac and the present status of the recor this cannot be determined in thi

(*Continued on page 56*)

NEW HOOPER REPORT
GIVES
EVENING
STATION-PREFERENCES
IN "IOWA PLUS!"

XII
I
III
IV
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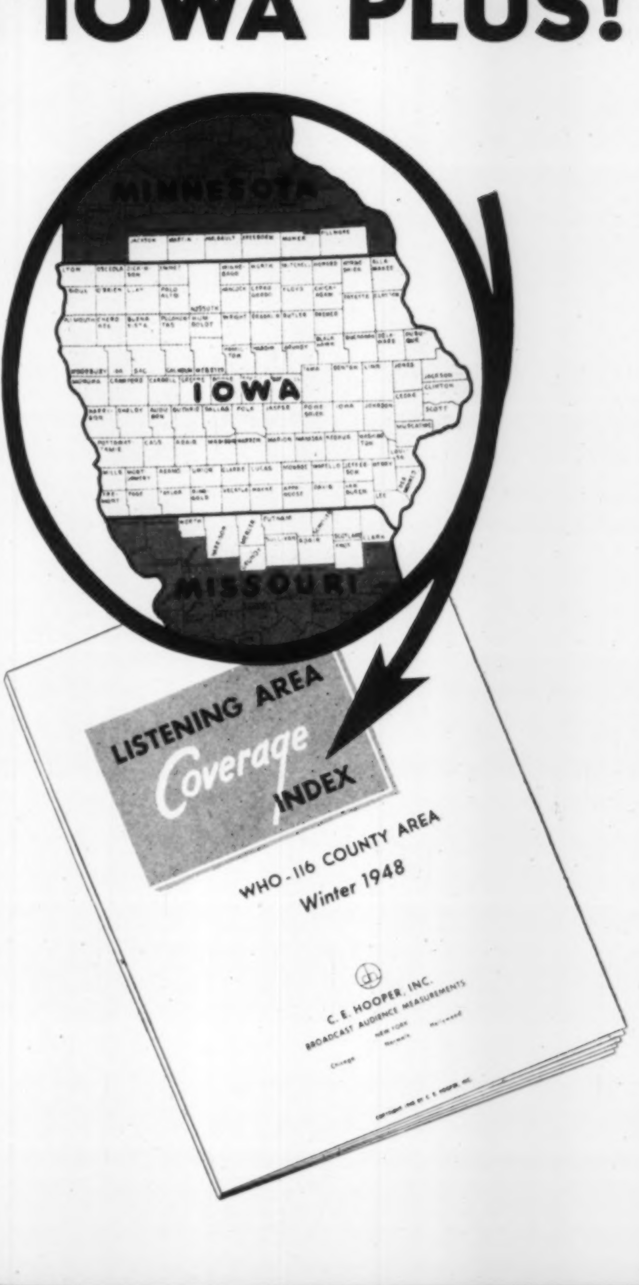
VII
VIII
IX
XI



LISTENING AREA
Coverage
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WHO-116 COUNTY AREA
Winter 1948

C. E. HOOPER, INC.
BROADCAST AUDIENCE MEASUREMENTS

FROM 6:00 PM to 10:00 PM, 34% of the radio families in "Iowa *Plus*" listen-most to WHO — 30% to the next *eight* Iowa commercial stations.

Figures are from a new Winter, 1948 Hooper Listening Area Coverage Index giving results of a scientifically-sampled, 116-county poll in which the question was asked "To what stations do you and your family listen most frequently or the most time?"

EVENINGS, WHO GETS 34%
NEXT STATION GETS 11%!

This new Hooper Report for the first time allows careful time-buyers to judge state-wide preferences *by Hooper standards.*

It removes the temptation to evaluate a 116-county area by the Hooperatings for Des Moines alone, a city which accounts for less than 6% of the entire area's population.

It proves once more that *top* Programming and conscientious Public Service do pay dividends to a station, its audience, its advertisers.

Write for your copy of the 116-county Hooper Report—or ask Free & Peters.

WHO
for **Iowa PLUS**

DES MOINES . . . 50,000 WATTS
Col. B. J. Palmer, *President*
P. A. Loyet, *Resident Manager*
FREE & PETERS, INC., *National Representatives*

UNIVERSITIES

Radio Training Group Formed

PERMANENT university group whose purpose is to raise the level of professional radio training to a par with other professions was formed last week at Denver under the title University Assn. for Professional Radio Education.

Nine universities have ratified the constitution, with charter memberships still open to schools which can meet standards covering staff, course content and equipment. Present members are U. of Alabama, U. of Denver, Northwestern U., U. of Southern California, Syracuse U., Temple U., Texas College of Mines, Texas U. and U. of Tulsa.

Before schools are admitted their radio courses will be closely studied by a UAPRE committee. Requirements include a provision that at least half the courses be taught by persons who have been successful in commercial radio stations; all students completing a sequence must have had general instruction in radio including programming, sales and advertising along with station operation and traffic; students must have daily logged broadcasting experience; suitable equipment must be available.

Started Last February

The project was set in motion last February by the NAB Educational Standards Committee [Broadcasting, Feb. 9]. It was discussed at a Denver meeting in March, with Judith Waller, NBC Chicago, and Ralph W. Hardy, KSL Salt Lake City, representing NAB along with President Justin Miller, who had personally sponsored the undertaking.

Constitution and standards were completed at a June meeting in St. Louis. At that time these officers were elected: R. Russel Porter, U. of Denver, president; Don Fedderson, Northwestern U., vice president; Thomas Rishworth, Texas U., secretary; William Sener, U. of Southern California, treasurer. Representing NAB on the board are Miss Waller and Mr. Hardy, both of whom are members of NAB's educational standards group, with Mr. Hardy as chairman.

Members of the Committee on Standards of UAPRE are Armand Hunter, Temple U., chairman; Ben Henneke, Tulsa U.; Leo Martin, U. of Alabama; Messrs. Sener, Fedderson and Hardy.

Committee on Accreditation consists of Judson Williams, Texas College of Mines, chairman; Kenneth Bartlett, Syracuse U.; Messrs. Rishworth and Porter; Miss Waller.

First meeting of the organization will be held next April during NAB convention week.

The Standards

Standards set forth by UAPRE are the basic and minimum standards required for admission and are not optimum or ideal, it is explained, and are described as an "irreducible minimum."

These standards include:

1—Four-year college or university program leading to the bachelor's degree.

2—One-fifth to one-fourth of the total credit hours earned must be in specific radio courses.

3—A definite core of radio courses required of all radio majors must include introduction or orientation to radio; continuity writing; announcing; radio advertising and sales; program planning and building; production. Other courses in radio may be elected in accordance with the student's individual interests, capacities and abilities.

The minimum standards for staff personnel at universities are stated as follows: At least one-half of the credit hours taught in radio must be under the direction of instructors with a record of successful commercial experience in radio; at least one-half must be under the direction of instructors who meet the educational and academic requirements of the non-professional divisions of the institution; frequent refresher courses or opportunities for training within the industry should be made available to the staff.

Also specified are 12 types of equipment for radio training along with laboratory requirements. Laboratories, it is specified, should include a broadcasting outlet such as university station to which students have adequate access, regular broadcasts over commercial stations or wired wireless broadcasting to the campus. Logged broadcasting must be a regularly scheduled activity either as a function of one of the above outlets or as a separate laboratory activity.

FINAL POLISH is given to the trophy won by the NBC Chicago baseball squad by Frank DeRosa (l), WMAQ sales traf- fic manager and baseball chairman of the network's Athletic Assn., and Jame Wehrheim, Central Division building maintenance head and team manager. The team plays in the Huckster League of the Chicago Park District.

'Home Town Reunion' Show Purchased by CBS

ONE-HOUR SHOW, *Home Tow Reunion*, produced by Monogram Radio Programs Inc., Chicago, and featuring Eddy Arnold, has been purchased by CBS, Lowell E Jackson, Monogram president, an- nounced last week.

CBS will broadcast the program coast-to-coast Saturday nights from 10 to 11 p.m. (EST) begin- ning Sept. 18.

TREASON

'Rose', 'Sally' Face Charges

TWO AMERICAN women, identified as the "Tokio Rose" and "Axis Sally" radio voices of the enemy, which taunted and tantalized American troops in two different World War II theatres of operation, are facing treason charges in their native land.

They are Mildred Elizabeth Gillars, 47, who was born in Portland, Me. and Mrs. Ivo Toguri D'Aquino, 32-year-old native of Los Angeles.

Two American men have been previously convicted of treason, another after indictment was committed to an institution and another released after arrest. An Englishman, known on the Nazi radio as Lord Haw Haw, received the death penalty from Great Britain.

Robert H. Best, the former American newspaperman who served as a radio propagandist for the Nazis, was sentenced last June 30 by Federal Judge Francis J. W. Ford in Boston to life imprisonment and a $10,000 fine.

Last August in Boston Federal Court, Douglas Chandler, former Baltimore newspaperman, was convicted of treason and given a sentance of life imprisonment and a $10,000 fine. He conducted his traitorous wartime broadcasts over Radio Berlin under the soubriquet of "Paul Revere."

Herbert Burgman, another American who allegedly made propaganda broadcasts for Germany during World War II, was released from custody of U. S. Military authorities on Dec. 24, 1946.

Ezra Pound, a native of Hailey, Iowa, was indicted in the District of Columbia court on charges of treason in November 1945. The poet was charged in the indictment with making recordings in the Rome Radio studios for later broadcast between September 1942 and May 1943, thus giving aid and comfort to an enemy. He was committed to an institution following examination by medical authorities.

Although prosecution of others may be contemplated, the Dept. of Justice has not announced any additional action, a department spokesman said last Thursday.

Miss Gillars, better known as "Axis Sally," was brought back to the United States, which she had not seen for 19 years, from Frankfurt, Germany, Aug. 21. She wa taken into immediate custody o two FBI agents when the plan landed in Washington, and withi one hour arraigned before U. S Commissioner Cyril S. Lawrenc on a formal Dept. of Justice com plaint of treason.

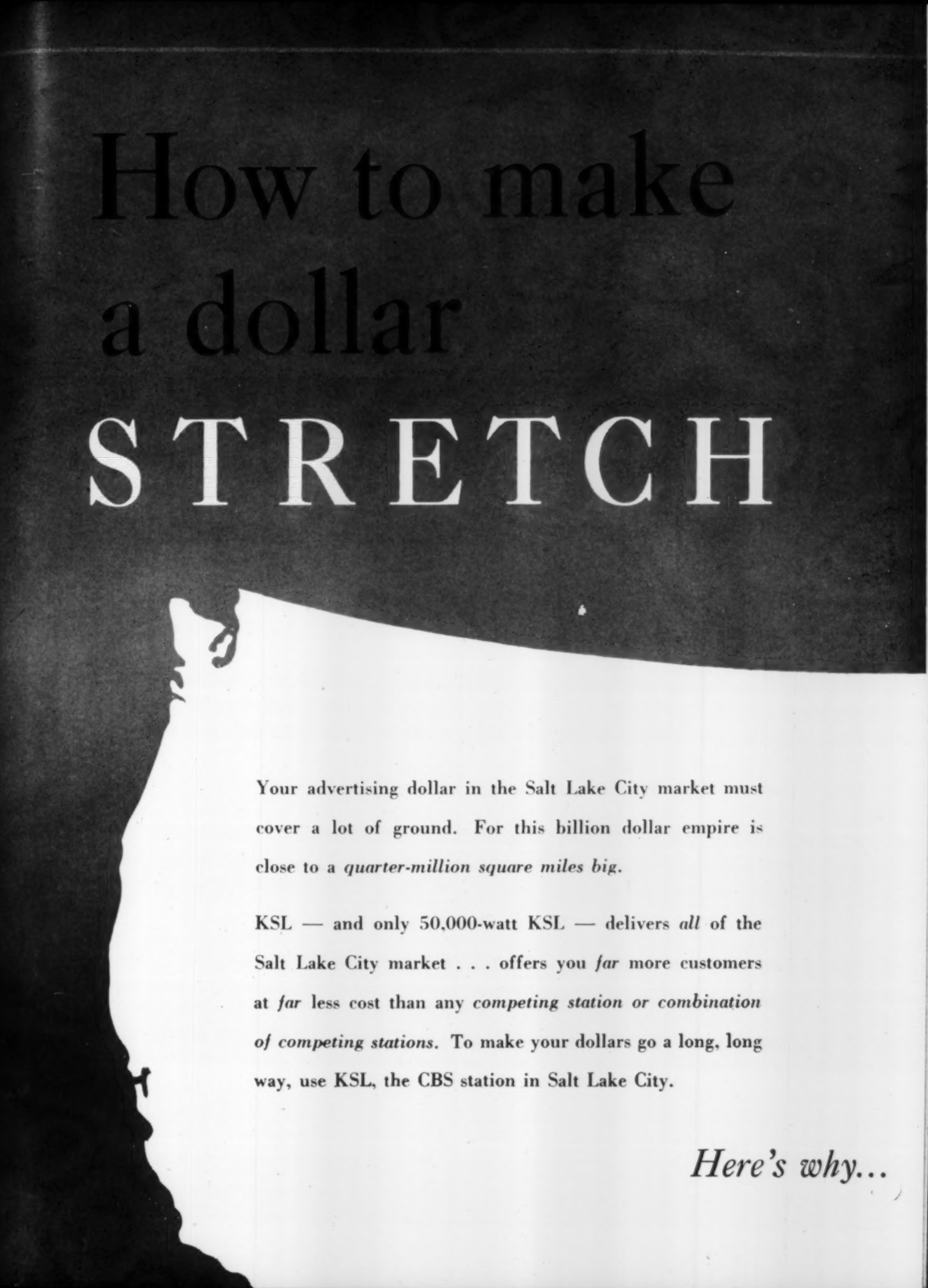
From Dec. 11, 1941, through Ma 6, 1945, from the German Reic "she did unlawfully, willfully a treasonably adhere to the gover ment of the German Reich, an e emy of the United States, and d give to the said enemy . . . aid a comfort," according to the com plaint.

She is now in the District o Columbia jail without bond. Co missioner Lawrence set a prelim inary hearing for Aug. 31.

"Axis Sally" was employed b the Reich Radio Broadcasting Co in 1940, and she broadcast o shortwave before and after Unite States entered the war, accordin to the Justice Dept. The Depar ment said her "most notorious r dio program" was entitled *Ho Sweet Home*. To Allied soldie she became known as "Axis Sally

(*Continued on page 61*)

BERNARD HOWARD, manager of the New York office of W. S. Grant Co. Inc., station representative, is shown with the results of his first attempt at fishing during his vacation. The largest of the two buffalo fish is 21¼ inches.



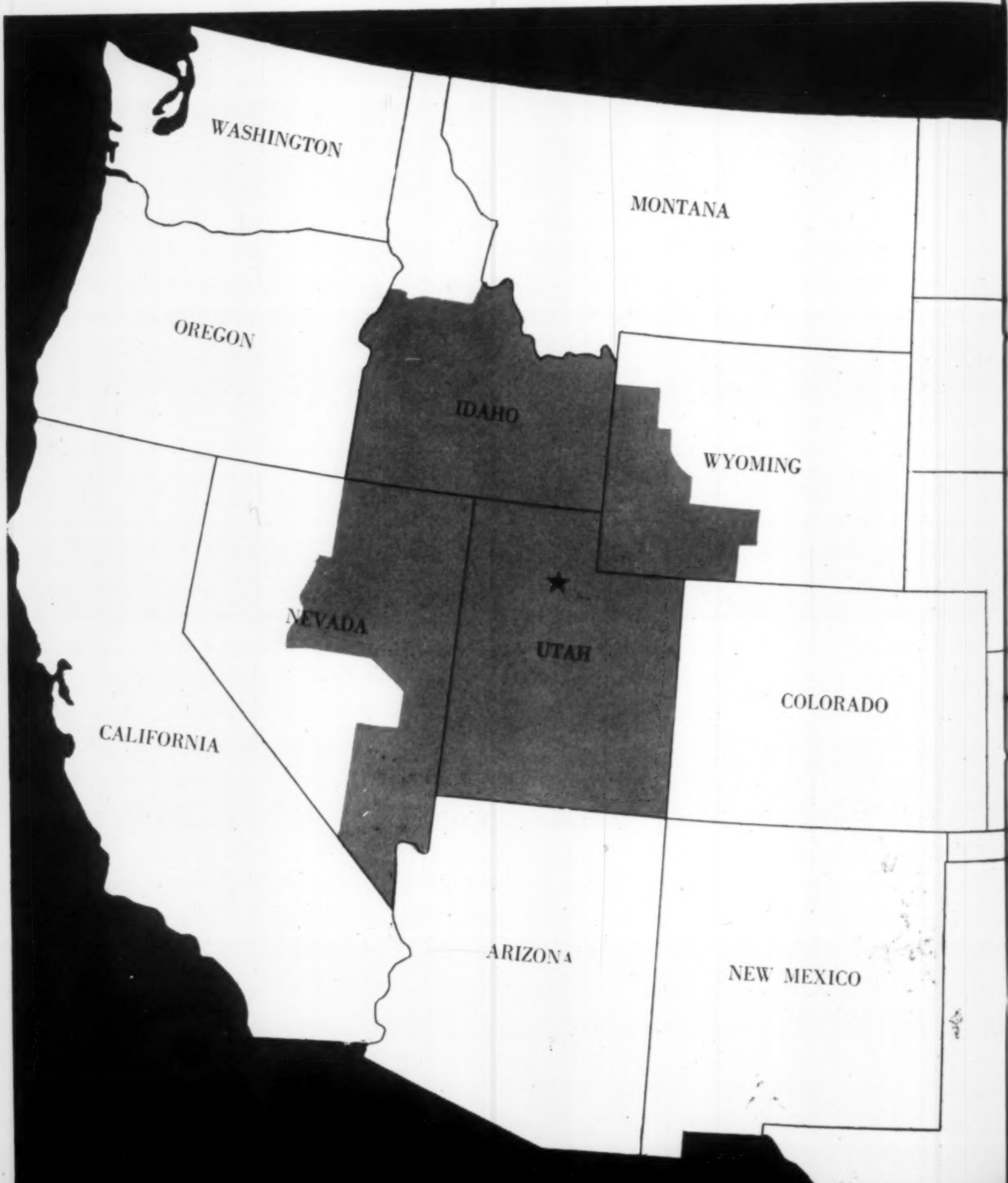
How to make a dollar STRETCH

Your advertising dollar in the Salt Lake City market must cover a lot of ground. For this billion dollar empire is close to a *quarter-million square miles big.*

KSL — and only 50,000-watt KSL — delivers *all* of the Salt Lake City market . . . offers you *far* more customers at *far* less cost than any *competing station or combination of competing stations.* To make your dollars go a long, long way, use KSL, the CBS station in Salt Lake City.

Here's why...

The *real* Salt Lake


WASHINGTON
MONTANA
OREGON
IDAHO
WYOMING
NEVADA
UTAH
COLORADO
CALIFORNIA
ARIZONA
NEW MEXICO

City market ...*two out of every three live* ***outside*** *big city limits!*

Nearly two-thirds of the people in the Salt Lake City market live on farms or in communities with less than 5,000 people!*

It simply means you *cannot* reach this all-important outside territory with a group of low-powered stations that can give you only pin-point coverage of urban centers.

For no combination of such stations can deliver the outside territory which accounts for two-thirds of the population.

It just cannot be done!

* *U. S. Bureau of Census, 1940.*

...one million people!
...289,040 radio families!★
...a billion dollars in annual retail sales!*

That's the composite picture of the sales territories which leading food and drug wholesalers call their "*real* Salt Lake City market."

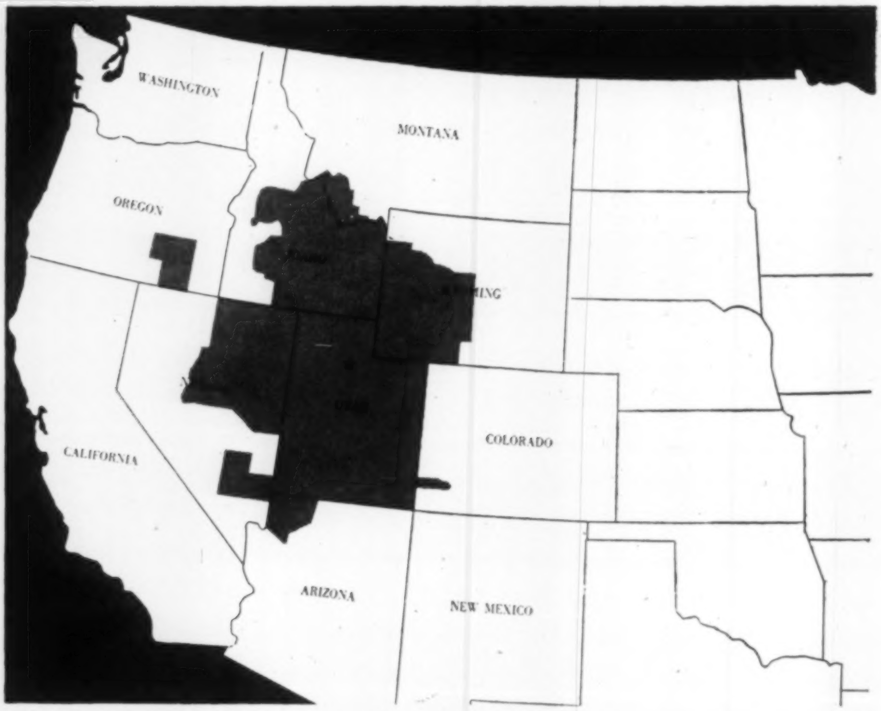
★*Broadcast Measurement Bureau, 1946.*

* *Sales Management, Survey of Buying Power, May 1948.*

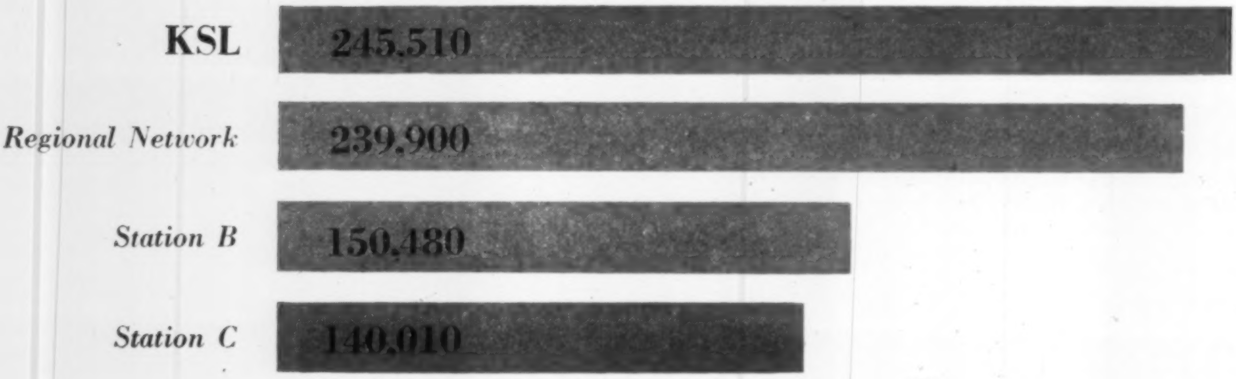
KSL dominates...

DAYTIME

KSL 50-100% BMB AUDIENCE AREA


WASHINGTON
MONTANA
OREGON
WYOMING
CALIFORNIA
COLORADO
ARIZONA
NEW MEXICO

Radio homes: **DAYTIME 50-100% BMB PENETRATION**



KSL is *first*

... with more radio homes than a competing regional network.

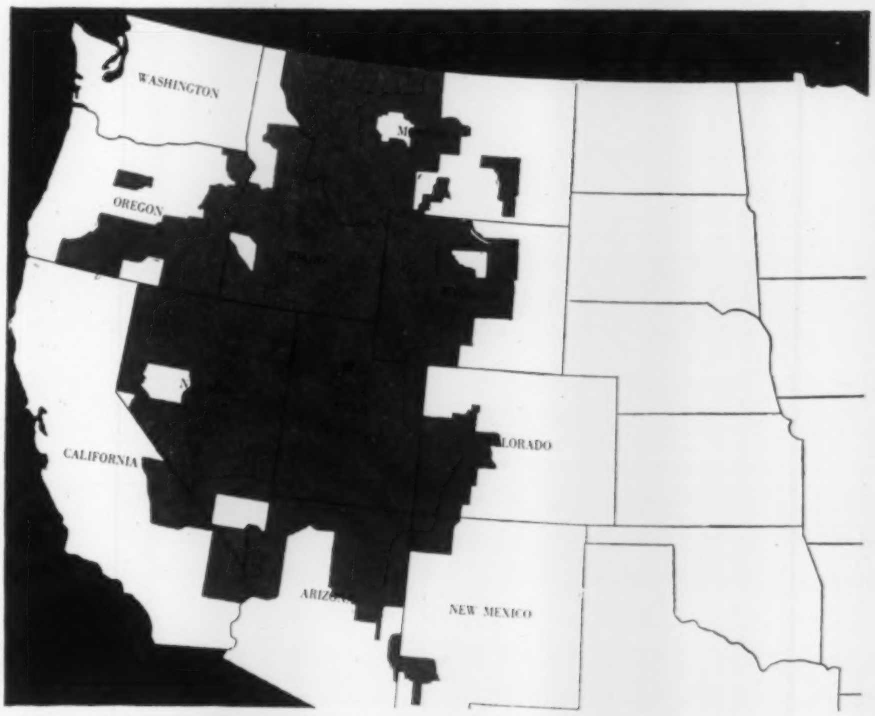
... with *63% more* radio homes than the second ranking Salt Lake City station.

... *75% more* than the third!

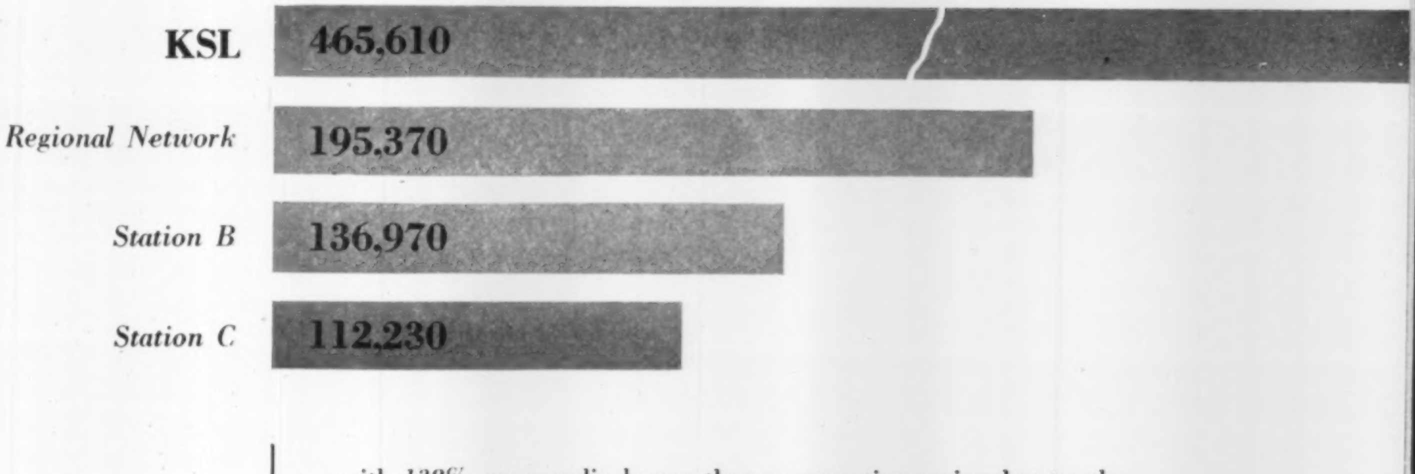
KSL . . . and only KSL delivers all of the Salt Lake City market

NIGHTTIME

KSL 50-100% BMB AUDIENCE AREA


WASHINGTON
OREGON
CALIFORNIA
ARIZ
LORADO
NEW MEXICO

Radio homes: NIGHTTIME 50-100% BMB PENETRATION



KSL is *first*

. . . with *138% more* radio homes than a competing regional network.

. . . *240% more* than station "B".

. . . *315% more* than station "C".

More for your

KSL is the favorite in the morning... by far★

... 50% *more popular* than the regional network.

... 131% *more popular* than the second ranking Salt Lake City Station!

KSL is the favorite in the afternoon... by far★

... 19% *more popular* than the regional network.

... 79% *more popular* than the second ranking Salt Lake City Station!

KSL is the favorite at night... by far★

... 100% *more popular* than the regional network.

... 56% *more popular* than the second ranking Salt Lake City Station!

★ *This was reported by C. E. Hooper, Inc., who in the Spring of 1948 asked a representative sample of radio families in both urban centers AND the rural areas of KSL's 69 county, 50-100% BMB Audience Area: "To what stations do you and your family listen most frequently or the most times?"*

r money

...KSL *gives you more customers ...at less cost*

DAY:

KSL delivers 3,175 radio homes per dollar ★

That's 12% *more* radio homes per dollar than any other Salt Lake City station!

. . . 145% *more* than the competing regional network!

NIGHT:

KSL delivers 2,725 radio homes per dollar ★

That's 77% *more* radio homes per dollar than any other Salt Lake City Station!

. . . 322% *more* than any regional network!

★Cost per 1,000 50-100% BMB radio homes based on the one-time quarter-hour rate for each station as of March, 1948.

It all adds up...

One station — KSL — the CBS station in Salt Lake City — the only 50,000-watt station between Denver and the Pacific Coast — delivers the *entire* Salt Lake City market . . . inside *and* out. *And at less cost per customer than any competitor!* For more information get in touch with KSL or your nearest Radio Sales office.

KSL

50,000 WATTS

[illegible] RADIO SALES

AAAN CONCLAVE

Speakers Cite Agency Interest in TV

THE TREMENDOUS growing interest in television among the nation's agency men was emphasized at the Annual Convention of the Affiliated Advertising Agencies Network at Spokane August 18-19-20. Virgil A. Warren, head of the Spokane agency bearing his name, was elected national director of the group.

Several panel discussions on video were staged during the course of the meeting. While there are television stations now operating in many of the cities where some of the 38 member-agencies of the AAAN operate, the agency men and women from the non-operation points expressed keen interest on how to handle their own situations as, if, and when the TV stations get under way in their territories.

Philip Klein, head of the Philadelphia agency, led the panel groups, assisted by Adolph Bloch of Portland and Paul Kranzberg, head of the Padco Agency in St. Louis.

"There is no doubt that TV is going to be one of the strong and influencing factors in the advertising business," Mr. Klein pointed out." Stations all over the country are beginning to get their second wind. Those who have been operating for some time are beginning to realize many of the pitfalls and shortcomings of which they never dreamed. The day of rude awakening is quickly approaching and we must be cooperative and helpful to the station operators, if there is to be a pleasant and money-making relationship existing. The operators of the stations are taking into consideration all of the mistakes that radio made back in the mid-twenties. They are taking television in their stride and are building it up to produce the best results for the greatest number.

"The American public is still a stranger to TV. Comparatively few people in this country have seen much of this new advertising vehicle. And those who have become viewers are now becoming just a little more 'choosy' when it comes to picking their programs. This makes the job of the advertising agency more complex, since few agencies in this country are set up to give their best to TV. The one bright note in this phase of activity is that the colleges and universities are taking cognizance of this new advertising method and are establishing courses in television. Many of the stations are offering their complete cooperation to the advertisers and their agencies, too. Through this hand-in-glove operation, television can go into greater plans for development. This is not a nickel-and-dime business. It's big. And how big it eventually becomes depends a great deal on the time, attention and ability which we give it while it is in its swaddling clothes."

Demonstrates Spots

Mr. Bloch, in his discussion, presented a series of one-minute spots which are being used by TV advertisers throughout the country. The Lucky Strike spots were given a round of applause while the Bulova watch one-minute commercials were praised for their care in preparation. The Chesterfield and Cresta Blanca spots were also applauded for their concise methods of presentation.

"But the price of these things make it unfeasible for the small advertiser," Mr. Bloch pointed out. "When you consider that the minimum cost of one-minute spot on film is $450 and the maximum can go as high as $3,000, the agencies are going to do a selling job on their clients after they have convinced the client to buy TV. It is my opinion that some new and cheaper method of production must be found before we can take television into the hinterland and make it as accessible and as reasonable as radio. There is no doubt that new photographic methods will be developed to make this possible. Many of the ex-service men, who learned about photography while they were with Uncle Sam, are beginning to realize that this opens a new door of opportunity. I hope that many of them take it."

Agency methods in the handling of television clients were given attention by Mr. Kranzberg, who urged that all agencies, large and small, make ready for the day when TV is operating in their territory. He said that it would be several years until the agencies caught hold of the radio situation and predicted that the advertising industry would not be caught napping.

"The growing interest keeps pace with the growing number of stations," he said. "Each month brings new TV stations into action. It is good to see that the agencies have been keeping pace with this movement and I am urging the members of this network of agencies to give extra attention and planning to this phase of our business. TV is complex and new. It is opening a new vista to profits, too. The television operators are only too eager to be of service to the agencies and have offered a welcoming hand. Let us get in there with them."

Comment from member agencies all over the nation was offered and the network plans to issue a number of papers and pamphlets on television during the course of the next year. A cooperative service between the AAAN members is now being established.

Other subjects were thoroughly discussed during panel sessions of the convention, which lasted three days. The training of executives and the establishment of better public relations for the client and the agency also held the spotlight. Robert A. Young, of San Francisco, was elected national chairman. Regional directors elected include: G. E. Arnold, Phoenix, Ariz.; Jerry Kemper, Wichita, Kans., and Messrs. Bloch, Kranzberg and Klein.

POPULATION GAIN

New Mexico Figure Up 22%

Says Prof. Edgel

A POPULATION gain of approximately 22% for New Mexico from 1940 to 1947 has been claimed by Prof. Ralph L. Edgel, director of the Bureau of Business Research of the U. of New Mexico. The Census Bureau reported a gain of only 2% for the period [BROADCASTING, Aug. 9].

To back this calculation, Prof, Edgel cited figures from the Dept. of Commerce which showed a national increase of 170% in retail sales from 1940 to 1947. In this same period New Mexico showed a gain of 270%. "No one can say that New Mexico is that much more prosperous," he said.

To further his argument Prof. Edgel noted that the Dept. of Labor reported a gain of 70% from 1940 to 1947 in the number of gainfully employed persons in New Mexico.

On the basis of a school census, the 1947 population of New Mexico was 651,300 rather than the 547,000 reported by the Census Bureau, according to Prof. Edgel. This is a gain of 22.4% against the 2% reported by the Census Bureau.

As a concluding argument Prof. Edgel said, "the fact remains that even a casual glance at the more densely settled parts of New Mexico will show that by no stretch of the imagination can our state population be counted off at a mere 2% gain since 1940."

Dr. Hettinger to Leave Crowell-Collier Sept. 1

HERMAN HETTINGER, radio economist and former research head of the NAB, has resigned from the executive staff of Crowell - Collier Publishing Co., effective Sept. 1.

Dr. Hettinger

Dr. Hettinger has not announced immediate plans aside from his re-entry into the radio economic consulting field. He joined Crowell-Collier following the war after completing a tour with the Office of War Information as head of its advertising campaigns division. He was loaned to the Government by the University of Pennsylvania for wartime service and subsequently resigned his post as head of the advertising department of the University's Wharton School of Finance and Commerce.

Dr. Hettinger is headquartered in New York.

AT GET-TOGETHER celebrating 18th anniversary of CBS' "Let's Pretend" series are Kenneth Webb, of BBDO, and Nila Mack, author-director-producer. Program is sponsored by The Cream of Wheat Corp.

FINAL GRANT ISSUED TO WGRC FOR 790 KC

FINAL DECISION was announced by FCC last Monday granting the application of WGRC Louisville, Ky., to change facilities from 1400 kc with 250 w unlimited to 790 kc with 5 kw day and 1 kw night unlimited, directional night. Grant is subject to approval of transmitter site and antenna system by CAA.

Original hearings on the WGRC application were held in mid-1946. In April 1947 WMC Memphis petitioned the Commission to reopen the record on grounds that proposed operation of WGRC would cause objectionable interference to WMC. The petition was granted and hearings were held with WMC participating as intervener. In December 1947 WGRC filed petition to amend its application to specify non-directional daytime operation and to modify its nighttime array to protect WMC, and in March 1948 the petition was granted. FCC's proposed decision to grant the WGRC application was given in May and no exceptions were filed.

When operating as proposed WGRC will provide daytime service to an area of 22,801 square miles with a population of 1,465,033 persons. Nighttime coverage will include 356,507 people in an area of 259 square miles.

New 'Here's to Veterans' Series Is Now Available

THE NINTH series of 13 *Here's to Veterans* transcriptions is now available gratis to radio stations, according to an announcement by the Veterans Administration.

Each transcription is a 14½ minute version of an outstanding network show, with a message of importance to veterans and their families substituted for the usual commercial. Stations may order the series through the Information Division of the VA branch offices in Boston, New York, Philadelphia, Richmond, Atlanta, Dallas, St. Louis, Columbus, Chicago, St. Paul, Denver, San Francisco and Seattle, according to the announcement.

Radiorama

WNAC-TV
THE YANKEE NETWOR

GENERAL ELECTRIC's new mobile television truck is put to good use by WNAC-TV Boston, the first to use the new unit. The truck's floor is 16 inches above the ground to facilitate loading and unloading of equipment.

"SUGAR BOWL" game is mapped by (l to r) M. Charles Mileham, athletic director of the U. of Cincinnati; "Jake" Latham, WKRC Cincinnati sales manager; Syd Cornell, Dick Nesbitt, sportscasters; Louis Schlueter, president, Alms & Doepke, sponsor, U. of C. games on WKRC.

MUG has gone to the dogs—and with $453.60 to boot. Margaret "Mug" Richardson, assistant to Arthur Godfrey, CBS star, hugs the pair who won her the daily double at Morehead City, N. C. She's on vacation.

BANDLEADER and pianist Stan Kenton (at the piano) and Dick Gilbert, m.c. of KTYL Phoenix, entertain the air audience and spectators over the "Drive-In Station of the Nation."

THE 998th broadcast of WEBR Buffalo's "Big Three" show rates a gold button to John Boothby, m.c., from Bob Cornelius of Sattler's store, sponsor.

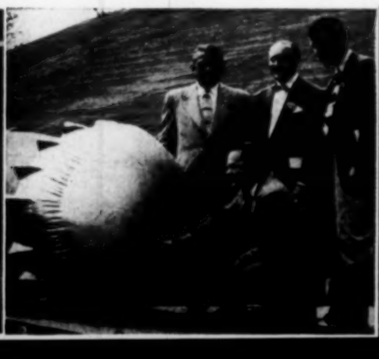
PANEL on retailers and radio at Denver U.'s Small Market Radio Clinic included (l to r) John Woodcock, Montgomery Ward; Edna Anne Taylor, May Co.; Joe Bendy, Sears-Roebuck; R. Russell Porter, Denver U. radio coordinator and clinic director; Howard Abrahams, manager of sales promotion division of National Retail Dry Goods Assn.

NEWLYWEDS Mr. and Mrs. Sheldon F. Sackett smile as they arrive in Honolulu on their honeymoon. He is owner and president of KROW Oakland-San Francisco, KOOS Coos Bay, Ore., and KVAN Vancouver, Wash.

BRAVE donning the feathers is Dean Landfear, m.c. of WMT Cedar Rapids, now a member of the Mesquakie Indian tribe at the Tama, Iowa, reservation. His new name is "E-nee weh-too-neh moo-ta," or "Blabber Mouth."

TWO SLEEPY PUPS have just been won by these two wide-awake boys, through their prize letters to Kay West, KEX Portland women's activity director.

BALLOON replica of Sunshine Beer bottle doesn't pour a drop for Chet Hagan (kneeling), news editor of WRAW Reading, Pa., which carried the launching. Standing (l to r) are Raymond Gaul, WRAW manager; Martin Miller, announcer, and Frank Voss, program director.



J. LEONARD REINSCH (l), managi director of Cox Radio Stations, and Ni Trammell, NBC president, discuss the ne NBC affiliation for WSB-TV Atlanta, fi television station in the deep South.

BETWEEN heats of the Gold Cup Rac Guy Lombardo (l) chats with Gro Johnson (center), manager of Cambrid Nuttle Lumber Co., a Lombardo Ziv sh sponsor, and John Schneider I manager of WCMD Cambridge, M

CHECKING details of new studios WKZO Kalamazoo are John E. Fet (l), managing director, and Carl E. Lee, chief engineer.

CBS STARS ARE ALWAYS SHINING OVER *EASTERN* IOWA VIA **WMT**

Ginnie Powell
the show's glamorous vocalist

Shirley Mitchell
lovely actress in the show

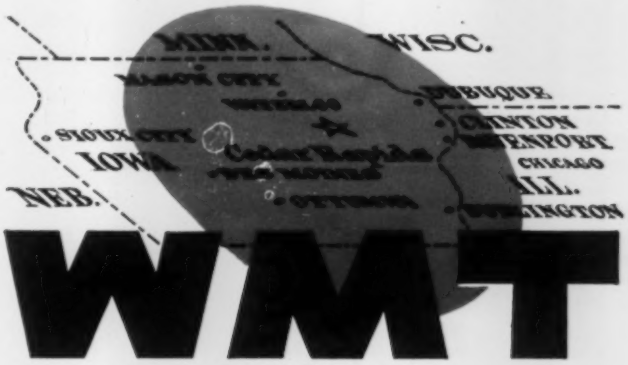
MOREY AMSTERDAM,
comedian, musician and
writer, stars on the new
CBS Co-op, the "Morey
Amsterdam Show"

Triple Threat Man on Twin Market Station Multiplies Listeners

Morey Amsterdam keeps 'em laughing and WMT keeps building its audiences with exclusive CBS programming in Eastern Iowa. His top-flight comedy is one more reason why listeners keep tuned to WMT.

Advertisers who tap prosperous WMTland reach a twin market of humming industries and rich farms. The smokestacks and the cornstalks add up to towering per capita income (highest in the nation) that means buying power for luxuries and necessities.

Tell *your* story to this audience of solid citizens in the heart of the U.S.A. Ask the Katz man for full details.


MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
SIOUX CITY
CLINTON
DAVENPORT
IOWA
Cedar Rapids
CHICAGO
ILL.
NEB.
OTTUMWA
BURLINGTON

WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

BROKERS TAKE GALLUP FOR CBS TV NETWORK

MERRILL LYNCH, Pierce, Fenner & Beane, New York brokerage firm, will sponsor *The George Gallup Show*, a nine-week pre-election series, on five stations of the CBS television network Sundays from 10 to 10:15 p.m., starting Sept. 5.

This is the first major use of video by the well-known New York firm. Last year Merrill Lynch sponsored a New York stock exchange film as a one-shot broadcast on CBS television. The coming series will be carried live by WCBS-TV New York, WCAU-TV Philadelphia, WMAR-TV Baltimore, WNAC-TV Boston, and WMAL-TV Washington. Kinescope recordings will be sent to video stations in Chicago, Los Angeles, St. Louis, Detroit, and Fort Worth.

Dr. Gallup will appear in person on the weekly programs, which are to feature analyses of candidates and campaign issues, and re-enactments of Gallup Poll interviews. The contract for the series was placed through Newell-Emmett Co., New York. Dr. Gallup was represented by Sam Hunsaker Productions.

NEARLY 1,000 local union delegates are expected from 28 states and Canada at the annual convention of the United Electrical, Radio and Machine Workers of America (UE-CIO) in New York, Sept. 6-10.

INSPECTING a replica of Chicago's Civic Opera Bldg. are (l to r) John H. Norton Jr., vice president in charge of ABC's Central Division; John Arthur, building manager of Wacker Corp., and James Thompson, president of Wacker Corp. Occasion was the signing of a contract between the two organizations enabling the network to use the Civic Theatre on the north wing of the structure as an audience television studio. ABC's WENR-TV will make its debut from the theatre Sept. 17.

• • •

ABC GETS LONG-TERM CIVIC THEATRE LEASE

CHICAGO Civic Theatre, designed for small-audience stage productions, was leased last week on a long-term basis by ABC, which will transform it into an elaborate television studio to be used Sept. 17 for the premiere of WENR-TV, the network's key Midwest video outlet [BROADCASTING, Aug. 16, 23].

The theatre, located in the north wing of the Chicago Civic Opera Bldg. (which houses ABC's Central Division offices), is being redesigned and remodeled extensively for use as both an AM and TV audience studio. It will be equipped with the newest types of studio, motion picture and field cameras.

The new studio, which will be flooded with lights both from above the audience and on stage, will seat 878 persons, 502 on the main floor, 190 in the dress circle and 186 in the balcony. Because of the small size of the theatre, and the modern acoustics system, the studio is expected to be a "natural" for audience television. The stage, from which numerous WENR-TV shows will originate, is 72 feet wide and 32 feet deep.

In addition to the new studio, ABC has AM studios in Chicago's Merchandise Mart in space rented from NBC, and a second television studio is being constructed on the 44th floor of the Opera Bldg., where a video transmitter has been installed. This studio will be completed also before the Sept. 17 premiere of WENR-TV on Channel 7 (174-180 mc). Additional space in the Opera Bldg. will be leased in the near future, John H. Norton Jr., vice president in charge of ABC's Central Division, said.

Ford TV Dramas

FORD MOTOR Co., sponsor of the *Ford Theatre* to begin on CBS this fall after a season on NBC, has announced it will sponsor at least three dramatic presentations on television between October and the end of the year. The network, day and time have not been set for the programs, which will be completely separate from the *Ford Theatre*. Kenyon & Eckhardt, New York, is the agency.

EXCHANGE COVERAGE

Distant Stations Cooperate In Project

MUTUALLY-BENEFICAL program coordination was recently effected between two widely-separated local stations during coverage of the flights of mercy planes into a polio-stricken area.

Urgent need for some heating equipment developed as a 160-bed emergency hospital neared completion in Greensboro, N. C. Arrangements were made for two Army Air Force transport planes to fly from Greensboro to LaCrosse, Wis., to pick up the equipment at the Wisconsin factory and return it to the stricken area.

Feeling that the special event pickup of the plane's departure did not furnish a complete story, Ralph D. Willey, WKTY LaCrosse's program director, arranged to have the landing and activities on the Greensboro end of the flight recorded by WBIG Greensboro. This was accomplished and the 5 kw, CBS affiliate promptly dispatched a transcription by plane to the northern station.

In turn, LaCrosse's 1 kw MBS affiliate gave complete coverage of the take off of the mercy planes from LaCrosse and sent a transcription by air to WBIG to complete its show.

TV Documentaries Scheduled by NBC

NBC's plans for large-scale expansion of documentary broadcast production and experimentation in television documentaries were outlined by Ken R. Dyke, administrative vice president in charge of programs and public affairs.

Mr. Dyke

Mr. Dyke said that enthusiastic listener response to NBC's *Living—1948* series has encouraged the network to schedule a series of full-hour documentaries, the first of which will be titled *Marriage in Distress*—"a reasoned and challenging study of the status of marriage and the family in a changing society." This is scheduled for broadcast early in September.

The video documentaries will be adapted from those of the radio series which best lend themselves to visual presentation, Mr. Dyke said.

Wade Arnold, supervisor of *Living—1948*, will also supervise the new NBC documentary series. Lou Hazam, who has been writing the series, is expected to contribute to the new project.

RETAIL PRICE increases ranging from 6 to 15% on all 1949 Emerson radio and television receivers were announced last week to distributors by Emerson Radio and Phonograph Corp., New York, to become effective Sept. 1.

ON 29 network radio programs, Station WJW rates above the cross-country average on a total of 25. This means that 85% of WJW's network shows rate above the national average.

Right now our pleased-but-not-proud promotion people are bearing down on the other 4, so it's a good bet that those ratings will go UP pronto!

BILL O'NEIL, *President*

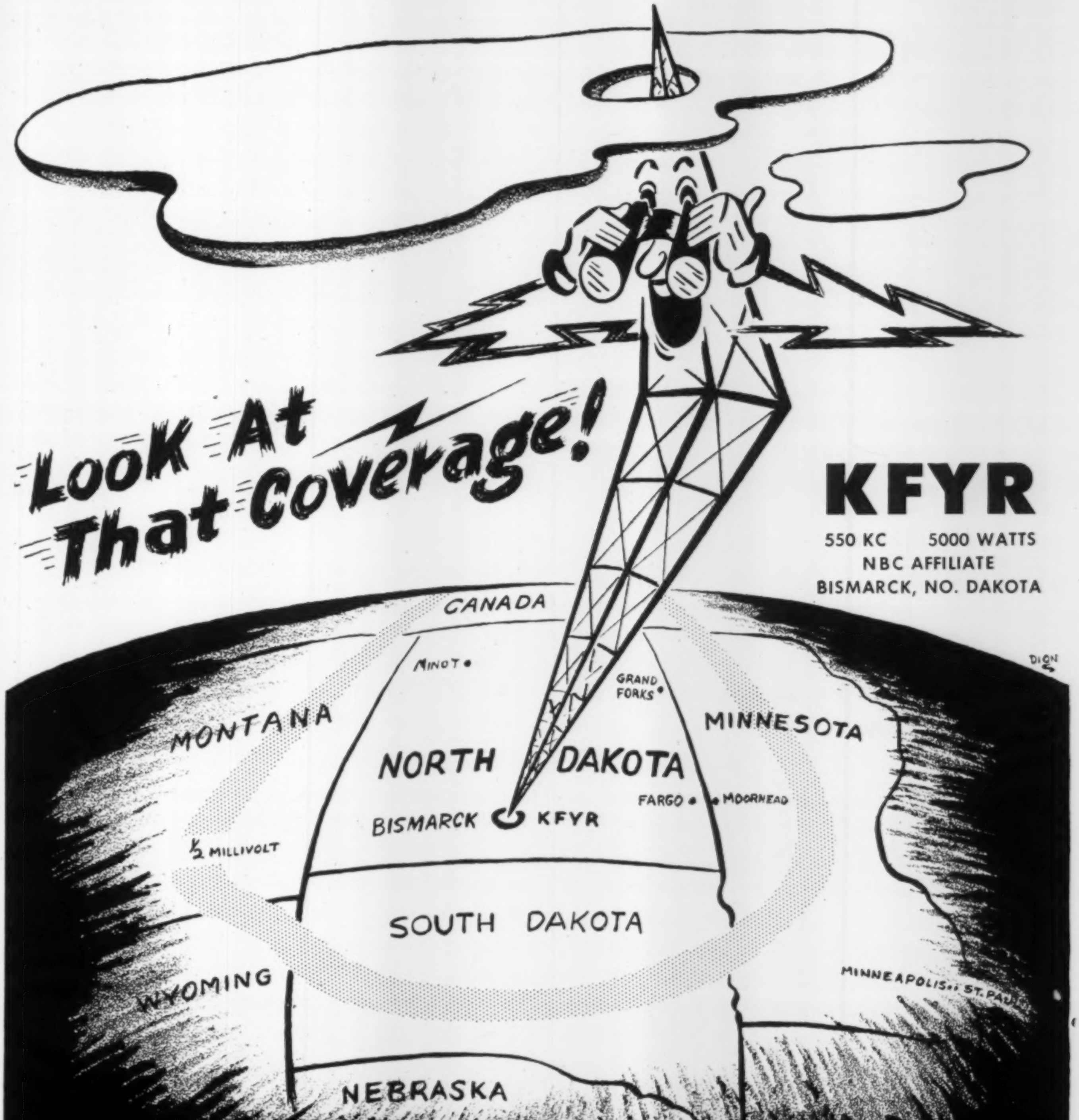
WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY


Look At That Coverage!
CANADA
MINOT
GRAND FORKS
MONTANA
MINNESOTA
NORTH DAKOTA
BISMARCK
KFYR
FARGO
MOORHEAD
½ MILLIVOLT
SOUTH DAKOTA
WYOMING
MINNEAPOLIS
ST. PAUL
NEBRASKA
DION

KFYR

550 KC 5000 WATTS
NBC AFFILIATE
BISMARCK, NO. DAKOTA

IT'S TERRIFIC! KFYR COMES IN LOUD AND CLEAR IN A LARGER AREA THAN ANY OTHER STATION IN THE U. S. A.★

And within that coverage area the harvest of another tremendous grain crop is being completed . . . a crop that will help give an estimated ONE BILLION DOLLARS in farm income alone!

★ASK ANY JOHN BLAIR MAN TO PROVE IT!

3

Has WLAC Set a World Sale R

WLAC
Decca
Records

GENE NOBLES
WLAC

Gene Nobles' success in selling phonograph records for Randy's Record Shop is due in large measure to the friendly attitude he displays toward his customers (listeners)—an attitude which permeates the entire WLAC organization. That's why the students of the University of Mississippi recently voted him, by a 2-1 majority, their "favorite disc jockey in the nation." But, whether the announcer is Gene Nobles, John Richbourg, Herman Grizzard, Paul Oliphant, Bill Stamps, Charlie Roberts, Jack Pyle, Bill Johnson, Bob Larimer, Audrey Holmes or Elizabeth Herbert, sponsors using WLAC know they're getting solid salesmanship.

LAYING claim to setting a worl ecor
go out on a limb, but one of our e iasti
just that. Randy Woods, owner of y's
who supply him with phonograph rds
of sales of any dealer in the count nad
from Gene Nobles' disc jockey sho WI

Randy owns a little shop in Ga n, a
miles from Nashville. A couple of rs c
records over the radio. He began uyi
at midnight. In no time at all he wa ng c
He started an assembly line for p gin
WLAC time to one half-hour a n 6 r
hitting 1000 a DAY, Randy stopp ving
that WLAC is not in position to cle full

Orders have come from every of th

Yes, our sales record on Rand ecor
of radio, and particularly of WLA e're

REPRESENTED BY PAUL H.

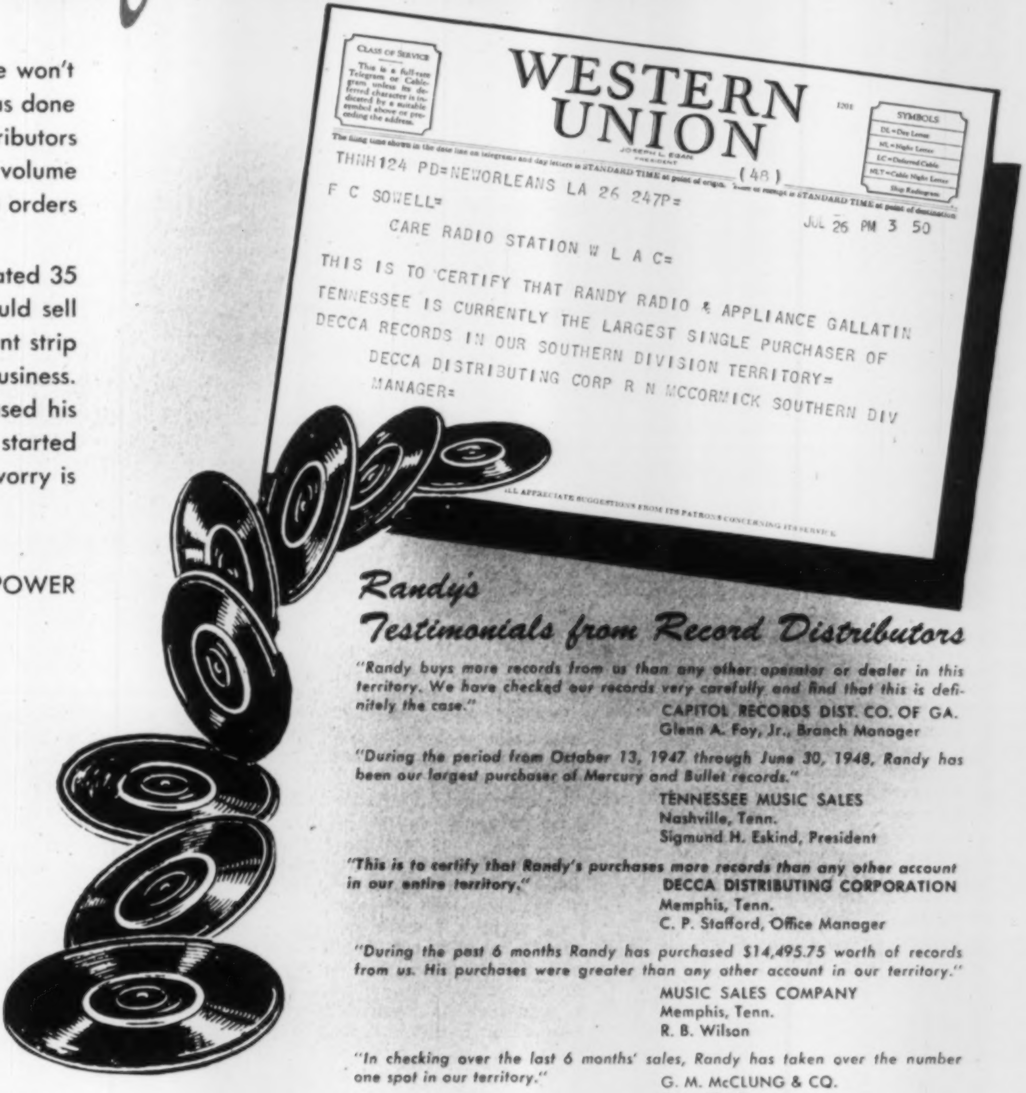
le RECORD for RECORD Sales?

a worl ecord is a risky business, so we won't
f our e astic sponsors insists WLAC has done
vner of dy's Record Shop, says the distributors
ograph rds tell him he has the biggest volume
e count made possible by direct (COD) orders
key sho WLAC.

p in Ga n, a small Tennessee town located 35
uple of rs ago he got the idea he could sell
began buying a 1-minute announcement strip
l he wa ng a 1000-a-week mail order business.
e for ging and mailing, then increased his
ur a 6 nights a week. After sales started
stopp ing out figures, and his only worry is
to cle full hour strip for him.

every of the 48 states.

Randy cords is a tribute to the sales POWER
f WLA e're proud of it!



WESTERN UNION

THNH124 PD=NEWORLEANS LA 26 247P=

F C SOWELL=

CARE RADIO STATION W L A C=

JUL 26 PM 3 50

THIS IS TO CERTIFY THAT RANDY RADIO & APPLIANCE GALLATIN TENNESSEE IS CURRENTLY THE LARGEST SINGLE PURCHASER OF DECCA RECORDS IN OUR SOUTHERN DIVISION TERRITORY=

DECCA DISTRIBUTING CORP R N MCCORMICK SOUTHERN DIV MANAGER=

Randy's Testimonials from Record Distributors

"Randy buys more records from us than any other operator or dealer in this territory. We have checked our records very carefully and find that this is definitely the case."

CAPITOL RECORDS DIST. CO. OF GA.
Glenn A. Foy, Jr., Branch Manager

"During the period from October 13, 1947 through June 30, 1948, Randy has been our largest purchaser of Mercury and Bullet records."

TENNESSEE MUSIC SALES
Nashville, Tenn.
Sigmund H. Eskind, President

"This is to certify that Randy's purchases more records than any other account in our entire territory."

DECCA DISTRIBUTING CORPORATION
Memphis, Tenn.
C. P. Stafford, Office Manager

"During the past 6 months Randy has purchased $14,495.75 worth of records from us. His purchases were greater than any other account in our territory."

MUSIC SALES COMPANY
Memphis, Tenn.
R. B. Wilson

"In checking over the last 6 months' sales, Randy has taken over the number one spot in our territory."

G. M. McCLUNG & CO.
Knoxville, Tenn.
Albert W. Smith

"Randy's of Gallatin purchases more Columbia records from us than any other dealer in our territory."

WOODSON & BOZEMAN, INC.
Memphis, Tenn.
L. H. Schmidtt, Sales Manager

IN RADIO IT'S *Sales Power* THAT COUNTS

GATEWAY TO THE GREAT TENNESSEE VALLEY

WLAC

50,000 WATTS

NASHVILLE, TENN.

L . RAYMER CO.

Editorial

What Are We Waiting For?

THE FCC is embarrassed because it stubbed its bureaucratic toe on its proposed giveaway ban. It has made a hasty and strategic retreat. But the war isn't over.

There appears to be no question now that the FCC lacks jurisdiction over lotteries and gift enterprises, *per se*. Congress, without fanfare last June, repealed the lottery section of the Communications Act, along with the section dealing with obscene, profane and indecent language. It transferred jurisdiction to the Department of Justice, under the revised Criminal Code, which becomes operative Sept. 1. Why the FCC's highly-placed lawyers muffed this one becomes a matter of administrative concern for the FCC itself.

But broadcasters shouldn't delude themselves. What the FCC cannot do directly it probably can achieve in other ways. The FCC is the licensing body. It can take judicial notice of violations of any statutes. It determines the qualifications of licensees. It may be a longer, more tortuous course, but it's there.

Broadcasters, as a result of the discovered lack of jurisdiction, fortuitously get another time at bat. The course is crystal clear. The NAB Standards of Practice states:

> **Any broadcasting designed to "buy" the radio audience, by requiring it to listen in hope of reward rather than for the quality of entertainment should be avoided.**

Voluntary adherence to that precept will do it. In one fell swoop, it will achieve everything the reputable broadcaster has sought for a quarter century. It will make good programming the yardstick. It will disarm the Government's crusade toward greater program controls. It will quell the Congressional clamor for tightening up of the law. It will end the free rides of manufacturers who give things away like mad for the air credits. It will create new business for radio. It will put pants on the code.

What are we waiting for?

Judgment Day

DOES the NAB have the right to speak for *all* broadcasters?

That presumably will be the key question put to NAB President Justin Miller when the Senate Interstate Commerce Subcommittee headed by the militant Sen. Charles W. Tobey (R-Vt.) gets under way on its all-inclusive radio inquiry some time after the first of the year.

Judge Miller will be armed with resolutions adopted by all NAB districts avidly supporting his free radio crusade and backing him up to the hilt. It will be a conclusive vote of confidence from NAB's membership.

Why is the question asked by Sen. Tobey? It's no secret that members of the Committee last year took umbrage because of Judge Miller's determined position against a change in the statutes which would give the FCC unbridled control over program balance. It is also general knowledge that the Committee, in quest of information on the clear channel-high power issue sired by Sen. Edwin C. Johnson (D-Colo.), received a hatful of letters from broadcasters supporting the breakdown. Some stated the NAB did not represent their viewpoint.

The NAB does not speak for all broadcasters or all issues any more than President Truman speaks for all American citizens. Or Sen. Tobey for all Republicans, or even for all of his constituents. Or the Pope for all Christians.

We're sure Judge Miller will welcome the investigation. He, more than anyone else, is American radio's authorized spokesman. If there's smouldering resentment on the Hill against the NAB, let's know about it. Judge Miller, who has spent many years on the bench, is entitled to his day in court.

Multiple Confusion

MONOPOLY is abhorrent to our Democratic precepts. We have rigid anti-monopoly statutes. The most notable exception in our national economy is AT&T. It has been called a "beneficent monopoly" because of the label of confusion and economic dislocation that probably would result from nationally competitive telephone systems. Its public relations have been uncommonly good, too.

There is nothing approaching monopoly in broadcasting. The FCC has been vigilant in thwarting movements toward "concentrations of control." With the influx of new stations in all categories, radio is probably the most competitive industry extant.

These very facts lead us to question the FCC's proposed regulation to govern multiple station ownership. Instead of flexibility it would apply a standard of rigidity. It proposes arbitrarily to establish a limit of seven standard stations under common control, with a graduated scale of minority holdings in inverse ratio to controlled stations. Previously, it had established six and five stations as the control limits for FM and TV, respectively, with correspondingly graduated scales as to minority holdings.

Lawyers have questioned the legality of these proposed regulations, pointing out that to be legal, they must be "reasonable."

Without regard to their legality, we question their propriety. Why an arbitrary limit of seven standard stations, or six FMs or five TV's? Why not more or less? Why not the same number in each class, so that a broadcaster can protect his interests and keep abreast of new developments in the markets in which he has ventured his capital? And why should the FCC restrict its own licensing power?

Anyone at all familiar with radio knows that numerical limits are meaningless, unless one deals in markets and in size and coverage of outlets. The proposed rule mixes sheep and goats. Ownership of two or three 50,000-w clear channel stations in populous markets certainly could be more monopolistic than ownership of two dozen regionals and locals in less bountiful markets—say in the Western Inter-Mountain area.

The courts have never held that a giant concern like U. S. Steel, for example, can have six or seven or five plants. It's the volume of production that counts and the impact upon free competitive enterprise. Radio exudes free competition, within the medium, and with other media.

The FCC merely "proposes" the new regulations. It states the figures used are simply something to shoot at. Suggestions may be made to the Commission by Sept. 10. There unquestionably will be oral arguments.

These, and other arguments, should be raised. No one wants to see monopoly in radio. Certainly the existing laws—the anti-trust laws—are adequate to protect public interest.

Our Respects To—

ROBERT CAMPBELL EMBRY

THIRTY-NINE years ago Baltimor gave birth to the Advertising Club o Baltimore, and Mrs. Embry became th mother of "Jake." In June of this year Rober C. (unexplainably "Jake") Embry combine forces with the Ad Club as its first radio president. He is vice president of the Baltimor independent, WITH.

Jake Embry has been an active member o the Baltimore Ad Club since 1936. It is th largest service club group in the State o Maryland, and as a member, Mr. Embry prove so effective in his work with various commi tees that it was inevitable he should be electe first to a vice presidency and finally, to th Club presidency.

Tom Tinsley, WITH president, brough Jake Embry to his station in 1943 as sal manager. At that time Mr. Tinsley was e panding his operations to WLEE Richmon Va.

Mr. Embry was elected vice president o WITH a year later, and that title seemed t start a trend. Next he became president o the Baltimore Bullets, pro basketball tea in the American League. Sports-consciou WITH had purchased the franchise for th team three years before. The Bullets won thei League pennants, and last year joined th Basketball Assn. of America, the big-leagu pro circuit, and won that championship.

This year a citizens' committee was forme to retain the franchise for the Baltimore Col in the All America Football League. M Embry's success with the Bullets created virtual draft for the presidency of the Col The businessmen who took the responsibil of the Colts wanted Mr. Embry's ability a experience even though WITH had an e clusive on the AM broadcasting rights.

Despite his presidency of the Bullets, t Colts and the Ad Club, and his vice presiden of WITH, Jake Embry is about as mode as they come. He is thoroughly liked throug out Baltimore—and especially among h fellow-workers at the station.

Typical of the attitude toward him is t response given by one staff member when ask what he thought of Mr. Embry. "Jake?" asked, as if the question had been rhetorica "well, *everybody* likes Jake. Don't you kno him?"—as if *everybody* also knows him, a knowing him and liking him are synonymou

He was born Jan. 28, 1909, in Belzoni, Mis

(*Continued on page 48*)

More General Merchandise Sales THAN NEW ORLEANS

More general merchandise sales are made annually in WOAI's wealthy daytime primary area than in historic and thriving New Orleans, the "Crescent City".

These sales total $105,819,000*, to be exact. Yet this is only part of the story of this rich market.

The total effective buying income of the area is $1,282,729,000* annually. And this income rests on a basis of diversified production . . . which means stability.

Poultry, for instance, is one of the items which helps make up this huge income. In a state which leads the nation in poultry growing, WOAI'S primary area is the top producing section. In one of its counties alone—Gonzales—100,000 of the famous broad-breasted bronze turkeys and 10,000,000 other fowls were counted by the latest agricultural census.

See your Petry man for the details on how you can sell this growing market through WOAI.

*Sales Management 1948 Survey of Buying Power

By any check
you use—it's
WOAI

WOAI
San Antonio
NBC • 50000 W • CLEAR CHANNEL • TQN

Represented by EDWARD PETRY & CO., INC. -- New York, Chicago, Los Angeles, Detroit, St. Louis, San Francisco, Atlanta, Boston

for more than four consecutive years

BURRUS MILLS

has been advertising on station*

WMC
MEMPHIS

NBC

AFFILIATE

5,000 watts day and night, 790 kilocycles. National representatives, the Branham Company. Owned and operated by the Commercial Appeal.

WMCF

First FM station in the Mid-South

WMCT

Television coming soon

** A "selective" advertiser with more than 1,040 quarter hour programs during this period.*

Management

KEN BEACHBOARD, former manager of WKIX Columbia and WHHT Durham, N. C., has been appointed general manager of WLOS and WLOS-FM Asheville, N. C.

Mr. Cobb

GROVER C. COBB, former manager of KIMV-FM Hutchinson, has been appointed general manager of KVGB Great Bend, Kan. Mr. Cobb, who is 26, started in radio as announcer with KSAL Salina, later moving to WLVA Lynchburg, Va. Following war service with Naval Air Corps, he returned to KSAL as program director, leaving there to manage KIMV-FM. He will become a stockholder in KVGB Inc. in addition to managerial duties.

ROBERT W. DUMM, who recently was named manager of KTRC Santa Fe [BROADCASTING, Aug. 16], has resigned because "of his daughter's illness." Mr. Dumm, who is the son of **WESLEY I. DUMM** of San Francisco, was former vice president and general manager of KNOE Monroe, La.

WILLIAM A. COLEMAN, chairman of Fordham U. radio division, has been appointed station manager of WFUV, university's FM station on Channel 214, 90.7 mc. **JUDSON LaHAYE Jr.**, assistant in radio division, is assistant station manager; **AUGUST RICKERT**, program director and **MANUEL YLANAN**, production director.

ADE HULT, MBS vice president in Chicago, will speak at dedication of $240,000 Radio Center Bldg. at Indiana State Fair grounds in Indianapolis Sept. 4. Ceremonies will be aired over 40 stations in the state.

MORRIS MILLER has announced removal of his law offices to 1026 Woodward Bldg., Washington, effective Sept. 1. Telephone: Republic 3028.

Mr. Walker

LARRY WALKER, program director of WBT Charlotte, N. C., has been elected secretary and treasurer of Jefferson Standard Broadcasting Co., WBT licensee. He has been with WBT since 1942 when he joined station as production chief. He was advanced to program director in 1945. Before entering field of executive radio, Mr. Walker was well known musician and entertainer.

ROY F. THOMPSON, president and general manager of WRTA Altoona, Pa., and Mrs. Dorothy M. Jones were married Aug. 9. They were entertained with a party in New York following opening of WJZ-TV New York.

MARTIN B. CAMPBELL, general manager of WFAA Dallas, heads radio division of Dallas County Community Chest publicity committee.

CHARLES J. LANPHIER, president of WFOX Milwaukee, has been re-elected president of League of Wisconsin Radio Stations by unanimous vote.

FOUNDATION OFFERS 10 RADIO SAFETY AWARDS

TEN AWARDS will be offered to the radio industry for outstanding service in the cause of highway safety in 1948, by the Alfred P. Sloan Foundation, it was learned last week.

The new honors, which will include engraved plaques and special citations, are being offered for the two-fold purpose of paying tribute to broadcasters and artists for their important contribution to the highway safety movement and to stimulate intensified effort in this field of public welfare.

Founder Alfred P. Sloan Jr., chairman of the board of the General Motors Corp., has appointed the Automotive Safety Foundation, 700 Hill Bldg., Washington 6, D. C., to administer the award plan.

Equal recognition will be accorded commercial and sustaining programs, and local, regional, clear channel stations and regional and national networks are eligible for the awards. All types of programs promoting public interest in traffic accident prevention may be entered. The programs will be evaluated in terms of audience appeal, educational value, ingenuity and showmanship, as well as on a quantitative basis of coverage and frequent scheduling of safety features. Closing date for entries to be received by the Automotive Safety Foundation is March 1, 1949.

515th MBS Affiliate

MBS announced last week that WSFC Somerset, Ky., joins the network as the 515th affiliate on Sept. 1. WSFC which went on the air last year, is owned by the Southeastern Broadcasting Co. Inc., of which Alonzo Carter is president, and has 250 w on 1240 kc.

FOUNDER OF WFAH-FM IN ALLIANCE SUCCUMBS

ARTHUR J. HOILES, 42, founder of WFAH-FM Alliance, Ohio, died last Monday in the Painesville, Ohio, hospital.

Mr. Hoiles, who established WFAH-FM as a memorial to his father, was vice president of the station and The Review Publishing Co., licensee, and served as managing editor of *The Alliance Review*. He is survived by his wife, his mother, four children, three sisters and two brothers.

Active management of WFAH-FM will remain with Paul W. Reed, who built and is operating the station as a division of The Review Publishing Co.

FM Promotion Award

AWARD for the best FM station promotion will be given by FM Assn. in cooperation with Radio Engineering Labs. The contest is limited to active station members of FMA and winner will be announced at the FMA's convention in Chicago Sept. 27-29. REL will donate a professional FM receiver to the winner.

Respects

(Continued from page 46)

got his A. B. from Millsaps College. Soon afterward he was appointed superintendent of schools at Sunflower, Miss. He later became principal at a Cleveland, Miss. high school, and doubled in brass as athletic coach, a position which stood him in good stead in his later days with the Colts and Bullets.

While in Cleveland he met Frances Cockerman, who is now Mrs. Embry, and the mother of three little Embrys—Bob Jr. 10, Judith 8, David 6.

When Cleveland grew a little confining for Jake Embry's talents he hied himself to New York for a postgraduate course at Columbia U. To pick up some spare change—and experience to boot—he did a research job for the Hearst general advertising office. His proficiency led to a fulltime job. First he was Hearst-trained in radio advertising and salesmanship, then sent to Hearst's WBAL Baltimore as general sales representative. He was with that station seven and a half years before transferring to WITH.

WITH, along with Jake Embry, is community-conscious. The station also highlights its news format of news on the hour, 24 hours a day, and is proud of its sports and music programs.

Keeping his hand in community and social affairs keeps Jake Embry busy as a member of the Elks, Variety Club, Sales Executive Council, Assn. of Manufacturers' Representatives of Maryland, Baltimore Assn. of Commerce, and of course the Baltimore Ad Club.

On the more personal social side he goes in for golf, swimming and bridge.

Win Army-Navy Awards For Aiding War Effort

THREE Washington, D. C., radio consulting engineers and a member of the NAB headquarters executive staff in the capital were among those receiving Army-Navy Certificates of Appreciation for their "outstanding contribution to the work of the Office of Scientific Research and Development during World War II" at a ceremony in Washington Aug. 18. The ceremony was held at the Pentagon under joint sponsorship of the Departments of the Army and Navy.

At the same time a Presidential Certificate of Merit for similar contribution to the World War II effort was awarded to A. S. Clarke of the Clarke Instrument Corp. (scientific and industrial instruments), Silver Spring, Md.

The four recipients of the Army-Navy citation mentioned above were: Cyril M. Jansky Jr., LaVerne M. Poast and Stuart L. Bailey, all consulting engineers, and Royal V. Howard, director of the NAB's Engineering Dept. [BROADCASTING, Aug. 23].

It's impossible ✿

Herb Williams

✿ You can't cover California's **Bonanza Beeline** without on-the-spot radio

KOH-RENO
KFBK-SACRAMENTO
KWG-STOCKTON
KMJ-FRESNO
KERN-BAKERSFIELD

Bonanza is right! Gross Effective Buying income in the Beeline now tops $3 Billion. Annual retail sales are $337 Million higher than all of Connecticut's.†

But don't rely on outside radio to sell in this part of California and Nevada. There are too many mountains—natural barriers that turn away outside radio signals. Use the stations located right in major Beeline cities—the five BEELINE Stations.

As a combination or individually, the BEELINE stations are your top buy. Look at KMJ Fresno, for example. Its latest Hooper rating for the Sunday through Saturday 6 PM - 10 PM period is *more than three times higher* than the next closest station. Get the full Beeline story from Raymer.

† *Sales Management's 1948 Copyrighted Survey*

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
10,000 watts 1530 kc.	1000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.

ALBERT N. WILLIAMS PENS NEW RADIO BOOK

LISTENING by Albert N. Williams, The U. of Denver Press, University Park, Denver, Col., 152 p., $2.75.

ALBERT N. Williams was radio columnist for *The Saturday Review of Literature* and his book, *Listening*, brings together a collection of 32 of his pieces from the magazine. The articles were selected to give the reader and listener an acquaintance with the problems faced by the industry. Mr. Williams combines the good with the bad and attempts to find ways to perpetuate the good and eliminate or improve the bad.

The analysis of children's programs incorporates Miss Dorothy Gordon's answer to his question "Can programs for children be instructive as well as entertaining?"

Although a critic of radio, Mr. Williams is a staunch defender of the American system as contrasted to that of the government controlled British radio.

Mr. Williams emphasizes the need, in a democratic system of broadcasting, for greater concern with program quality on the part of listeners. In this respect he brings the reader-listener an analysis of how he can achieve better listening as opposed to just hearing.

PAUL SHEPARD, steel contractor in San Francisco, has been awarded contract to erect the television tower for KSFO San Francisco. Work will begin immediately.

PROPOSED GRANTS

Valdosta, Palo Alto, Murray Favored

PROPOSED DECISIONS were released by the FCC last Monday to grant the application of D & K Broadcasting Co. for 250 w daytime on 1220 kc at Palo Alto, Calif.; Valdosta Broadcasting Co. for 910 kc with 5 kw unlimited, directional night at Valdosta, Ga., and Oral J. Wilkinson for 1230 kc with 250 w unlimited at Murray, Utah.

In the Palo Alto case, the conflicting application of Times-Star Pub. Co. for 1 kw daytime on 1220 kc at Alameda, Calif., was denied on grounds that a more equitable distribution of radio facilities would be served by the Palo Alto grant. Although the Commission recognized the fact that the Alameda station would serve more people, it pointed out that these people are now better served by stations in the San Francisco-Oakland area than are the people of Palo Alto, approximately 30 miles away. Chairman Wayne Coy dissented from the majority opinion and held that since more people would be served by the proposed Alameda station this would constitute a more equitable distribution of radio facilities and a more efficient use of the frequency.

The proposed grant to Valdosta Broadcasting was left open when Okefenokee Broadcasting Co., applicant for 1 kw on 910 kc unlimited at Waycross, Ga., was disqualified on the grounds of misrepresentation in its application. In its proposed decision the Commission pointed out that Okefenokee not only appeared to have failed to furnish full, complete and accurate facts in its application but had also deliberately falsified material information.

Three disqualifying points were brought out in the testimony on the application of Okefenokee, FCC said. First: The capitalization of the partnership in the original application was stated as $30,000 which was represented to be on deposit at the First National Bank of Waycross. However it was pointed out that this was false in that at the time of the hearing advances of only $5,000 had been made by some of the partners to defray the expense of the application. Second: The radio experience of Denver T. Brannen, selected as manager of the proposed station, was almost entirely discredited. Third: The application stated that none of the partners had ever been through bankruptcy proceedings. However, during the course of examination, it developed that this was untrue in the case of Frank E. Walker, a member of the partnership, FCC reported.

Murray, Utah, Proposal

The Commission's proposed decision in the grant of Oral J. Wilkinson's application for 250 w unlimited on 1230 kc at Murray, Utah, was made after G. Stanley Brewer, doing business as Weber County Service Co., withdrew his application for a station on the same frequency at Ogden, Utah. The proposed decision was made on the grounds that the application be modified within 60 days to specify a transmitter site and antenna system and that the proposed composite transmitter comply with the engineering standards. Start of operation is contingent on shift of frequency by KVNU Logan, Utah.

The proposed grants at Palo Alto and Murray will bring the initial stations to these towns. The Palo Alto station will serve approximately 499,543 persons in an area of 1,805 square miles. Daytime service of the Murray station would cover 814 square miles with 133,094 people and nighttime service would include 20,896 people in an area of 43 square miles.

Valdosta would gain its second station with primary daytime service covering 300,723 people in an area of 10,563 square miles. At night 25,984 people in an area of 359.5 square miles will be covered.

Principals in the competing applications were listed as follows:

PALO ALTO: D & K Broadcasting Co. is a limited partnership composed of Millard Kibbe general partner (50%), and Donald K. Deming, limited partner (50%). Mr. Kibbe will be in charge of the business. He is presently commercial manager of KTKC Visalia, Calif. While in the Army Mr. Kibbe produced radio shows for the Army Air Corps Public Relations Dept. Mr. Deming is employed in the hardware business. Estimated cost of construction is $11,875, plus organization expense to date which has been paid.

Times-Star Pub. Co., is a co-partnership composed of Abraham Kofman and his wife Sara F. Kofman with each holding equal financial interest. The company publishes the "Alameda Times-Star" and is holder of a construction permit for a Class A FM station at Alameda.

VALDOSTA: Valdosta Broadcasting Co. is a corporation with 1,000 shares of common stock with a par value of $100 a share. George B. Cook, insurance, is president and director and holds 330 shares; A. Julian Strickland Jr. general manager of Strickland Cotton Mills, is vice president and director and holds 330 shares; L. O. Smith, automobile business, is secretary, treasurer and director and holds 330 shares, and Tom B. Smith, retail drug business, is a director and holds the remaining 1 shares. Mr. Cook will be general manager and devote full time to the operation of the station. Cost of construction is estimated at $78,310.

Okefenokee Broadcasting Co. is a co-partnership composed of E. K. Avriett Sr., E. K. Avriett Jr., Frank E. Walker, Denver T. Brannen, Theodore Dinkins and Ann Avriett. Mr. Avriett Jr. and Ann Avriett are students, the others local businessmen.

MURRAY: Mr. Wilkinson has been a resident of Murray since 1939 and has been in the automobile business there since that time. Estimated cost of construction was listed as $12,825 exclusive of buildings.

Mike With a Heart

IN HOPES OF bolstering morale, WSGN Birmingham, Ala., pierced a communications barrier between parents and their polio-stricken children in Jefferson Hillman hospital in that city. The hospital had installed a glass window to permit visual contact between children confined to the polio isolation ward and their visiting parents. WSGN went a step further to insure the transmission of messages of parental affection and encouragement by installing a two-way microphone system permitting a conversation between patient and visitor. Parents have been quick to express their appreciation to the station.

TV Survey by Ad Agency Being Made in Cleveland

A SURVEY to ascertain the status of television in Cleveland is being conducted by the Ohio Advertising Agency of that city.

Reactions of television set owners to programs, servicing and video facilities are covered in the survey, results of which are to be announced in mid-September.

The agency is making an effort to contact every private television set owner in Cleveland. The set owners are not asked to sign their names but merely to fill in the replies to questions. The agency's plea for set owner cooperation in the survey is based on the argument that the requested information "will come in mighty handy in making television better for you and everyone concerned."

YOU'RE ON THE *FIRST* STATION WHEN YOU PICK *KPRC* HOUSTON

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET!

..and *FIRST* WITH THE NEWS!

FIRST IN BMB
FIRST IN HOOPER
FIRST IN THE SOUTH'S FIRST MARKET!

When the news "breaks" it usually "breaks" first on KPRC. For KPRC has one of the biggest and best-trained news staffs in America, headed by famous Pat Flaherty, former NBC war correspondent.

Four reporters are on his Houston staff—

Four more correspondents (part time) in Beaumont-Port Arthur, Pasadena, Austin and Washington.

KPRC is the only station in Texas offering all four of the Associated Press wire services.

So news is one of the "firsts" that gives KPRC dominance in the great Gulfcoast area.

This dominance is best proved by the yardsticks you know—Hooper and BMB. Put your message on the air where it will *reach most listeners.* See Petry or call us.

KPRC HOUSTON
950 KILOCYCLES 5000 WATTS

National Representatives, Edward Petry and Company—Affiliated with NBC & TQN, Jack Harris, General Manager.

After 17 years
the oldest continuous newscast on the air

The RICHFIELD REPORTER
switches to ABC Pacific

for THREE reasons:

1. GUARANTEED TIME
2. LOCAL-STATION COVERAGE OF THE WORTHWHILE MARKETS OF THE PACIFIC COAST
3. MORE PROMOTION

Eventually *you'll* switch to ABC—Why not now? *

ABC American Broadcasting Company
—where radio's *significant* things are happening

* Apologies to General Mills who switched in 1942.

Open Mike

(*Continued from page 16*)

Buchanan of WSTS, entitled SELL RADIO AS INDUSTRY. This article should be stressed again and again, it should permeate the networks . . . thru script writers, actors, and agencies . . . and all connected with (and being paid by) radio. It should be featured through NAB reports . . . and any other trade media . . .

RADIO needs a SALESMAN . . . to tell the story of radio . . . to do this before appropriations are set up to use other media . . . . . . it is my fervent hope that you may do something to stimulate the members of the radio industry to start THINKING.

Florence M. Gardner
Manager
KTFI Twin Falls, Idaho

* * *

An Overlooked Bill

EDITOR, BROADCASTING:

Imagine our surprise, chagrin, and consternation when several friends of ours—and regular readers of BROADCASTING—pointed out that we of the #1 Station in the #1 Market had pulled a #1 boner in our last "Keeping Up With WCBS" advertisment (Page 32, August 16th issue).

. . . The CBS full page ad

* * *

Of all things, we were ambiguous in identifying Bill Leonard of *This Is New York*. So, for the sake of all concerned, Bill is the fortunate fellow seated next to Linda Darnell. Director Joseph Manckiewicz of Twentieth Century-Fox is on the extreme right.

What I can't figure out is why anyone would concentrate on the men in this picture?

Jules Dundes
Adv. & Sales Prom. Mgr.
WCBS New York

STRANDED!

DULUTH, MINN.—"Help!" screams Otto Mattick. "I can't find any place to land in this booming Duluth-Superior Metropolitan District!"

Otto had better make like an angel . . . because he's in for a long stay in the air. Things are really buzzing around this Duluth-Superior Market. Effective buying income has leaped 27.6% in the past two years and retail sales have soared 83.2% in the same period. Smart advertisers who are after this wealthy market use KDAL, the radio station with the loyal listening audience.

Contact Avery-Knodel. Learn how KDAL's dominance of the swiftly-growing Duluth-Superior market means booming sales for you.

WIPR Reminder

EDITOR, BROADCASTING:

We agree with your statement in OPEN MIKE of Aug. 23 that other publicly owned stations that accept commercial revenue are not federally owned or operated stations and that they are not supported by funds paid in taxes to the federal government.

But you forget to state that WIPR is not federally operated or supported by federal funds either. So your conclusion that we have not followed the established pattern is erroneous.

Deeigado Marquez
Puerto Rico Communications Authority
San Juan, P. R.

* * *

KDRO Has Troubles

EDITOR, BROADCASTING:

I took a ride the other day—for free, too—but it was no fun. Name's Hinlein—KDRO—Sedalia, Mo.—good town—good station . . .

The story? I contracted to build a new radio tower—half-wave instead of the old quarter-wave. Chose what I thought was a topnotch tower for the spending money I had available, and contracted the job erected on my location by the tower manufacturer. FM mast and coaxial ordered from another but to be erected by the tower manufacturer. For the rest—lights, inside climbing tower, painting—completed—wrapped up—take it home. A package deal. Ah!—No more tower worries, says I. I pay, they worry. Oh yeh? Listen—the tower company sends me three grand young fellows who know their job. They start the tower and trouble descends upon us all. How about this union?—How about that union? "We'll picket the joint." "Now look"—I says—"All I did was sign a contract! . . ."

I happened to have a few sound thinking higher-up union officials to deal with and we made a fair compromise.

Everyone, including the tower company, gave in a bit. I have a splendid tower that I am proud of. This tower was a specialized job and there was, on union admission, no group handy capable of doing as efficient and effective a job as this crew who were specialists in their particular tower . . .

The answer is clouded, but the moral is clear—namely, It Could Happen To You!

Milton J. Hinlein
Owner
KDRO Sedalia, Mo.

* * *

'Demand Revivals'

EDITOR, BROADCASTING:

"Something Fishy?" So said a recent BROADCASTING editorial. I agree that something is fishy, but let's examine the problem . . .

An examination of the 15 tunes on BMI's August Pin-Up Sheet shows that only 7 are generally available in variety on record. 5 of the 15 tunes are supposed "demand revivals" of former hits, and those who know music know that former hits are seldom hits again. It is a "sleeper" tune, that was not a hit before, that makes a hit with revival . . .

My firm belief is that the hundreds of disc jockeys who are sincere in their work push what they believe to be good bets. If BMI comes through with hit material, I am certain it will get its share of attention. The place where management needs to step in is in the few large markets where certain top jocks push inferior, minor label tunes . . .

There may be "payola" in a few major markets, but I'll stand up anytime for the "little jockey"—the man on the 250 watter and 1 and 5 kw . . .

Gordon R. Phillips
Program Director
WROV Roanoke, Va.

* * *

Condemns Giveaways

EDITOR, BROADCASTING:

Radio is still a forming, creative art . . . IF you create within the realm of understanding given to the very ordinary "businessman." He is using the "giveaway" program throughout each radio day not only as a cheap, quickly profitable advertising gadget, but also as a means of throwing away the entire prestige of radio . . .

The day of the "Hoop-La" survey has inflated the listener as much as the wallets of these factual, objective business-men. Inflated them to the point of being unable to distinguish a radio program from a drugstore 1c sale . . .

. . . How long do we have to buy the public?

No amount of half-hearted legislation can accomplish the task. Only an awareness of a bad error of judgment by business, or a possible return of radio to radio people can reinstate the industry as a form of positive expression. Another alternative is State Radio.

What about it NAB?

Don J. Brewer
WMRN
Marion, Ohio

* * *

A 'Must' Magazine

EDITOR, BROADCASTING:

. . . I feel that BROADCASTING is the one "must" magazine for anyone in the broadcasting industry. . . .

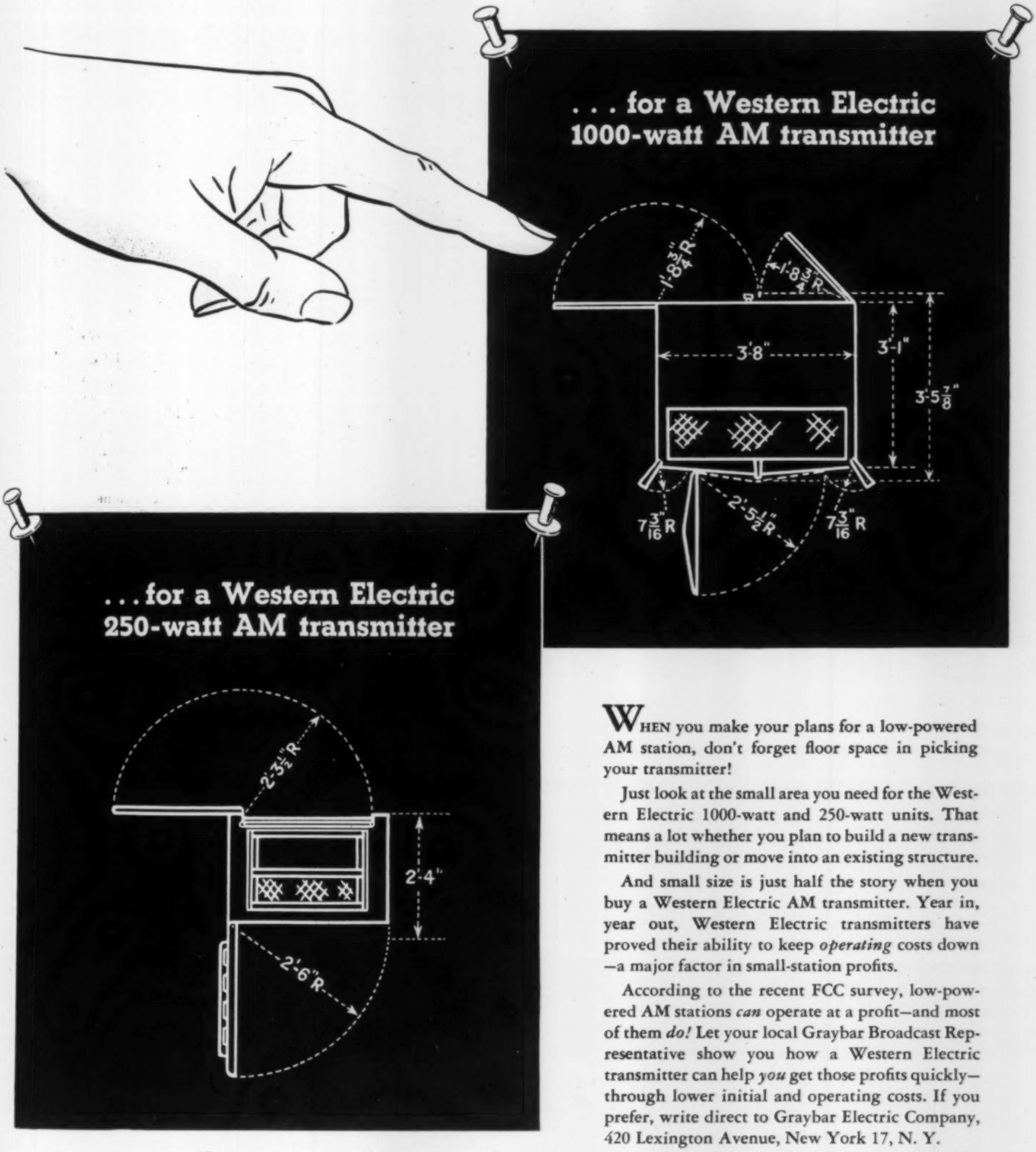
Charles Topmiller
Manager
WCKY Cincinnati

ABC Adds KLER

KLER Rochester, Minn., now under construction, and owned by the Rochester Broadcasting Co., will become an ABC affiliate on Oct. 1, the network said last week. KLER will operate full time on 970 kc with 500 w daytime and 1 kw nighttime.

ATLAS BREWING Co., Chicago, will sponsor the remaining nine games on the Whitesox baseball home schedule over WGN-TV, the "Chicago Tribune" video station, through Olian Adv., Chicago.

Only this much floor space...



. . . for a Western Electric 1000-watt AM transmitter

. . . for a Western Electric 250-watt AM transmitter

WHEN you make your plans for a low-powered AM station, don't forget floor space in picking your transmitter!

Just look at the small area you need for the Western Electric 1000-watt and 250-watt units. That means a lot whether you plan to build a new transmitter building or move into an existing structure.

And small size is just half the story when you buy a Western Electric AM transmitter. Year in, year out, Western Electric transmitters have proved their ability to keep *operating* costs down—a major factor in small-station profits.

According to the recent FCC survey, low-powered AM stations *can* operate at a profit—and most of them *do!* Let your local Graybar Broadcast Representative show you how a Western Electric transmitter can help *you* get those profits quickly—through lower initial and operating costs. If you prefer, write direct to Graybar Electric Company, 420 Lexington Avenue, New York 17, N. Y.

— QUALITY COUNTS —

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

Western Electric

THIS IS
Magic
Valley

AND THIS IS
MAGIC VALLEY'S
Pioneer
STATION
KRGV
1290 KC
1000 WATTS
Affiliated with
National Broadcasting Co.
LONE STAR CHAIN
WESLACO, TEXAS
SERVING THE
LOWER RIO GRANDE
VALLEY OF TEXAS . . .
A land so productive that it has become known as the GOLDEN GARDEN OF AMERICA . . . where a commercial crop is produced every month. Citrus, vegetables, cotton and poultry brought Valley farmers $130,000,000.00 in 1947 and oil production added another $40,000,000.00. Here bank deposits totaled $124,473,512.00 last year. KRGV is
Represented by
TAYLOR-HOWE-SNOWDEN Radio Sales inc.

AM GRANTS

Three of 8 CPs To Snowden

CONSTRUCTION permits for eight new AM stations, at a total estimated construction cost of $145,300, were granted last week by FCC.

Three of the eight permits went to Snowden Radio Enterprises, headed by William Solon Snowden, Houston oil man. Mr. Snowden was granted daytime outlets in Jennings, La.; Midland, Tex., and Winfield, Kan. Snowden Enterprises also has a fourth application pending for New Braunfels, Tex.

Six of the grants were for daytime outlets and the other two for fulltime locals.

Details of the grants are as follows:

Brownsville, Tex.—Brownsville Broadcasting Co., 1600 kc, 1 kw, daytime, conditions. Estimated cost $28,650. Principals: Minor J. Wilson, engineer, general manager and 23 1/3%; Walton W. Wilson, engineer, 23 1/3%; Willis A. Wilson, engineer, chief engineer and 23 1/3%; Vance Wilson, Navy instructor, 12%; Herbert L. DeWalt, engineer, 12%, and Kate Wilson, housewife, 6%. Granted Aug. 25.

Clovis, N. M.—Plains Broadcasting Co., 1450 kc, 250 w, unlimited, conditions. Estimated cost $12,000. Principals: W. E. Whitmore, owner KWEW Hobbs, N. M., and KGFL Roswell, N. M., president and 70%; George Roberts, employe of KGFL, secretary-treasurer and 20%, and Harry McAdams, commercial manager of KWEW, vice president and 10%. Granted Aug. 25.

Deming, N. M.—The Deming Broadcasters, 1230 kc, 250, unlimited, conditions. Estimated cost $14,511. Principal: Frank E. Cooke, general manager KOBE Las Cruces, N. M. Granted Aug. 25.

Greenville, Miss.—Cotton Belt Broadcasting Co., 1260 kc, 1 kw, daytime, conditions. Estimated cost of construction $16,500. Principal: David M. Segal, manager and majority owner KTFS Texarkana, Tex. Granted Aug. 25.

Jennings, La.—Snowden Radio Enterprises, 1300 kc, 1 kw, daytime, conditions. Estimated cost of construction $19,401. Principal: William Solon Snowden, oil man. Granted Aug. 25.

Midland, Tex.—Snowden Radio Enterprises, 980 kc, 1 kw, daytime, conditions. Estimated cost of construction $19,401. Principal: William Solon Snowden, oil man. Granted Aug. 25.

Shamrock, Tex.—Shamrock Texas Broadcasting Co., 1580 kc, 250 w, daytime. Estimated cost of construction $16,850. Principals: Albert Cooper, newspaper editor and publisher, president and 52%; Arval Montgomery, newspaper business with Mr. Cooper, 26%; Leslie H. Cambell, editor and one-third owner "McLean News," 11%, and J. C. Howell, reporter and advertising for "Wheeler Times," 11%. Granted Aug. 25.

Winfield, Kan.—Snowden Radio Enterprises, 1580 kc, 1 kw, daytime, conditions. Estimated cost of construction $18,000. Principal: William Solon Snowden, oil man. Granted Aug. 25.

ON AIR BY CHRISTMAS IS GOAL OF KRSC-TV

KRSC Seattle's television affiliate, KRSC-TV, plans to transmit test patterns by early November and to be on the air by Christmas on Channel 5 (76-82 mc). Groundbreaking ceremonies were held Aug. 23 for the new TV outlet's transmitter building and studios on Queen Anne Hill, Seattle, alongside the building housing KRSC-FM.

RCA equipment will be used and will include a 5-kw TT5A transmitter and a superturnstile antenna. The antenna will put out effective radiated signal of approximately 12 kw audio and 23 kw visual.

Tentative programming schedule calls for a 5-day week, with programs slated for Sunday, Monday, Tuesday, Friday and Saturday. Station will be equipped with a flexible remote unit, and for the first six months accent will be heavy on use of remote shows, the management has announced.

Rate card for KRSC-TV has been set up on a sliding scale, with no charge to sponsors until 1,000 sets are installed in the area.

Adam J. Young Jr. Inc., which is national representative of KRSC in the AM and FM fields, also will be the station's TV representative. Licensee of the KRSC AM, FM and TV operations is the Radio Sales Corp., of which P. K. Leberman is president.

FCC Asks Court to Deny WKRC Stay Order Request

STRIKING back at the court appeal filed by WKRC Cincinnati [BROADCASTING, Aug. 23], FCC last week filed an opposition statement with the U. S. Court of Appeals for the District of Columbia asking the court to deny WKRC's petition for a stay order because the station "has failed to show any irreparable injury which would be caused to it if the stay order is not granted."

The station's appeal is from the Commission's decision of November 1947 which favored the application of WJIM Lansing, Mich., over WCKY's for 550 kc assignments. WJIM was given 1 kw on 550 kc from 250 w on 1240 kc, while WKRC was refused fulltime use of 5 kw on the frequency. WKRC is assigned 5 kw daytime and 1 kw nighttime on 550 kc.

WKRC maintains that FCC's denial of its petition for rehearing is invalid "because a legally constituted quorum of the Commission . . . was not present."

Hypnotism on TV

WMAL-TV Washington claims a first in presenting a demonstration of hypnotism Aug. 24 on its Tuesday evening *On Wings of Thought* program, 9:30-10 p.m. Robert L. Friend, who is featured on the program, did the hypnotizing, and his subjects were four young women who reside in the capital city, Elaine Fox, Eulalie Harrison, Myrtle Lanckton and Helen Wills. The program is sponsored jointly by two Motorola distributors, George's Radio and Television Co. and Simon Distributing Co., both of Washington.

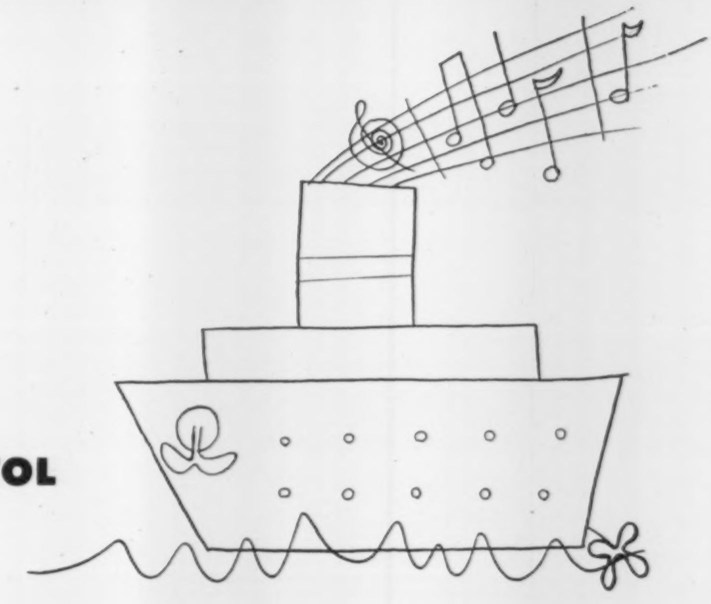
ONE AM, ONE FM CP ARE DELETED BY FCC

DELETION of an AM station and one FM outlet were announced last week by FCC.

The AM permit, for WOND Oak Ridge, Tenn., was held by Highland Broadcasters Inc. and was deleted "for failure of prosecution." Additional information in regard to the application was requested by the Commission and when it failed to arrive the permit was deleted.

In the FM case the permit of WBIG-FM Greensboro, N. C. was deleted at the request of the applicant, North Carolina Broadcasting Co. Inc. Firm owns one-sixth of the stock in the Greensboro News Co., licensee of WFMY (FM) Greensboro. A letter was sent by the Commission to Edney Ridge, president of North Carolina Broadcasting, stating it would be necessary to dispose of this holding. Mr. Ridge replied the company felt it would better serve the public interest if the permit for WBIG-FM were returned rather than the selling of the stock in *Greensboro News*, FCC reported. WFMY started operation in May on Channel 247 (97.3 mc) [BROADCASTING May 24].

DELIVERS ONE BIG 3-CITY MARKET
KFDM
BEAUMONT · ORANGE · PORT ARTHUR
ABC
1000 WATTS · 560 KC.
REPRESENTED BY
FREE & PETERS, Inc.



new

CAPITOL

programming

aid . . .

music from Europe!

Wonderful news for Capitol Transcription subscribers! You will now receive music from Europe. The finest salon music and continental-flavored dance music will be coming in constantly, all performed by union musicians aboard.

The technical quality of Capitol Transcriptions is tops for both AM and FM. This new endless source of overseas material at least equals the quality and fidelity of similar music recorded in the United States.

This broader service is a further assistance to station programming. Already stations receive 30 hours of new material every week, in addition to the 3000 selections now in the library. Artists' voice tracks, show "formats", filing cabinets and indexes are also included. Now "Music From Europe" adds new variety and material.

Find out more about Capitol Transcription libraries. We'll send an illustrated booklet and sample recording on your application.

Capitol
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

Capitol Transcriptions
Sunset and Vine, Dept. B830
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name____________________

Station__________ Position__________

Street____________________

City__________ State__________

STREIBERT TO BREAK GROUND AT TV SITE

THEODORE C. STREIBERT, president of WOR New York, is to use a gold pneumatic hammer to perform official groundbreaking ceremonies today (Aug. 30) for the new television tower and transmitter building of WOR-TV, to be located at North Bergen, N. J.

WOR was to broadcast the ceremonies 11:15-11:20 a.m. The site, about three and a half miles from WOR headquarters at 1440 Broadway, New York, also will house the station's FM outlet, now located in New York at 444 Madison Ave.

WOR-TV, upon completion, will be linked by coaxial cable and microwave relay with WOIC Washington, also owned by WOR and now under construction.

June Time Sales

(*Continued from page 23*)

	Class	June 1948	January-June 1948
16.	Industrial Materials	63,996	1,004,600
17.	Insurance	328,339	2,119,574
18.	Jewelry, Optical Goods & Cameras	91,020	385,383
19.	Office Equipment, Stationery & Writing Supplies	187,596	1,331,290
20.	Political	2,295	2,295
21.	Publishing & Media	129,219	835,250
22.	Radios, Phonographs, Musical Instruments & Accessories	64,495	966,058
23.	Retail Stores & Shops	------	------
24.	Smoking Materials	1,710,733	10,338,055
25.	Soaps, Cleansers & Polishers	1,755,498	9,931,942
26.	Sporting Goods & Toys	------	------
27.	Toiletries & Toilet Goods	2,640,836	17,211,072
28.	Transportation, Travel & Resorts	------	------
29.	Miscellaneous	209,765	1,356,422
	TOTAL	$15,631,141	$102,092,347

* Source: Publishers Information Bureau.

AWB PLANS MEETING SCHEDULE FOR FALL

FOUR district meetings will be held this autumn by the Assn. of Women Broadcasters, according to Pat Griffith, NAB director of women's activities. AWB has 17 districts in the nation, paralleling the district setup of the parent organization.

Agendas for the meetings will vary according to district preferences, Miss Griffith announced. They will include workshop sessions on general AWB activities and services. Ruth Crane, WMAL Washington, AWB president, will attend meetings of District 7 in Cincinnati and District 2 in Rochester, N. Y.

The four meetings follow:

District 7: Sept. 25-26, Cincinnati, Netherland-Plaza Hotel, with District Chairman Katherine Fox, WLW Cincinnati, presiding.

District 10: Sept. 28-29, Kansas City, President Hotel, with District Chairman Anne Hayes, KCMO Kansas City, presiding.

District 2: Oct. 1-3, Rochester, N. Y., Sheraton Hotel, with District Chairman Sally Work, WBEN Buffalo, presiding.

District 13: Nov. 6-7, San Antonio, Gunther Hotel, with District Chairman Violet Short, KTSA San Antonio, presiding.

RELIGIOUS RADIO

Chicago Workshop Makes Awards

SEVEN AWARDS for the best religious radio programs aired on U. S. stations were presented during the final week of the Third Annual Radio Workshop at the U. of Chicago. The 25-day workshop, co-sponsored by the Joint Religious Radio Committee and the university's Federated Theological Faculty, closed Aug. 27. Original plan to present 33 awards was scrapped.

Awards comprised four major and three honorable mentions. They were presented to the following stations for their programs:

News: WTRY Troy, N. Y., *Religion Views the News*, sponsored by the Troy Council of Churches and Tri-City Radio Commission.

Church-In-Action category: KLZ Denver, *The Church That Came To The Rockies*, sponsored by the Colorado Synod, Presbyterian USA Church.

Documentary: WTAM Cleveland, *As I See It*, one of a 25-week series of interviews, sponsored by Cleveland Church Federation.

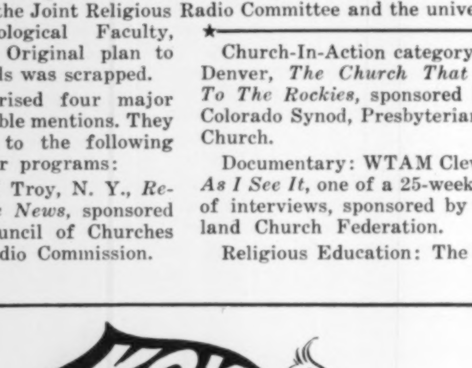
Religious Education: The Maine Broadcasting System network (comprising WCSH Portland, WLBZ Bangor and WRDO Augusta). *Book of Books*, sponsored by Maine Council of Churches.

Honorable mentions went to KPIM San Rafael, Calif.. for *Carillon Calls;* WRAK Williamsport, Pa., for *This Is No Dream*, and to WCOP Boston for its *Christian Answer* series.

WTRY's news award citation reads—"for straight line reporting of news of religious significance . . . so treated and produced as to focus Christianity upon important current issues." In same category KPIM's reads—"for organization and vitality of presentation and the featuring of human interest material."

KLZ's church-in-action honor was accorded "for skillful presentation of the history of the Presbyterian Church in Colorado, incorporating excellent documentary material."

The WTAM award was—"For a clear presentation of fundamental motives, the conflict and the resolution of outstanding personalities, done with clarity and good taste." Citation of Maine network acknowledged an "excellent example of the use of the narrative technique in the field of religious education."



SNOW BALL IN AUGUST!

The terrific audience response to KQV's afternoon disc show, "Request Matinee" just won't stop snow balling! During the show's first 68 days, listeners sent us 2,479 paid request telegrams. And our audience rating, noon to 6 P.M., *increased* approximately 93% in June while all other Pittsburgh network stations *lost* audience to the independent station's baseball broadcasts. Latest tallies show that "Request Matinee" is now averaging better than *50* telegrams daily! There are still a few spots and quarter hours available, but wire pronto.

KQV PITTSBURGH'S AGGRESSIVE RADIO STATION
Basic Mutual Network · Natl. Reps. WEED & CO.

Corralled

(*Continued from page 24*)

boring states, Warren is quoted by Investigator Patrick as saying he was referred to them by a John Clark of the *National Farm and Home Hour*. He offered to sell time spots on a five-minute commercial slot, mid-program. Prices were said to have fluctuated from $245 to $365. NBC officials said that no person named John Clark was connected with them or their network show of that name.

A plea of not guilty is anticipated, officials said, because Warren's stand thus far is that he and his associates were operating on behalf of a group of weathly Easterners interested in stock breeding.

KOB Tax

(*Continued from page 28*)

court, nor is the court making any attempt to make such an apportionment."

In its legal conclusions the court noted that "it is impossible for chain broadcasting companies to pass on a New Mexico tax to the ultimate consumer, the advertiser, and inasmuch as the listening public served by KOB could be served by other affiliates of NBC, the tax herein involved is discriminatory against KOB and will erect a barrier at New Mexico state lines against the interstate commerce of chain broadcasting and would result in KOB being placed at a manifest disadvantage with its competitors in neighboring states with the result that said tax would constitute an unlawful discrimination against the plaintiff's station."

Cites Freedom Interference

The court added that the business of the plaintiff originating in its local studio is partially interstate and partially intrastate, and "that to tax the interstate business of the plaintiff originating in its local studio is an interference by the State of New Mexico with the freedom of interstate commerce." It concluded with the statement that "no other state could tax the broadcasting by the plaintiff since the broadcasting activities are located and performed within the State of New Mexico."

In its opinion the court noted that "local" in broadcasting has "a considerably wider effect from an advertising standpoint than merely the State of New Mexico." It also attached importance to the fact that KOB rates are higher than those of other Albuquerque stations.

WORKSHOP TOLD RADIO IS COMMUNITY VOICE

THE BROADCASTING station "must be something more than a voice directed at the community," John W. Elwood, manager of KNBC San Francisco, declared in a panel discussion on "Press and Radio Foster American Ideals" at one session of the Workshop on Community Leadership held Aug. 18-21 at Stanford U.

Discussing the topic with Mr. Elwood was Frank Clarvoe, editor of the *San Francisco News*. Their comments opened the Aug. 20 session which dealt with the general theme, "Through What Agencies and With What Techniques Can Leaders Better Attain American Ideals in Their Communities?"

Mr. Elwood emphasized that the station, regardless of whether or not it is network affiliated "must inject itself into the tides and currents of the community in order to better understand their direction, force and significance." "The instrument at its command," he added "thereby becomes an effective social tool."

Referring to aural radio as a "blind medium," Mr. Elwood said he saw in it "a distinct advantage in the hands of the skilled." "Because it is a blind medium," he declared, "it knows no bounds save the imagination of the listener."

Reminding that radio is also an "intimate medium," Mr. Elwood said "it must be borne in mind that you are not addressing a vast audience gathered together in the amphitheatre of the mind. You are talking with a family in its living room, an invalid in his hospital room, a youngster with a bedside radio. Your method must be suited to this intimacy."

Stone, Harrison Named To New Positions by IT&T

ELECTION of Rear Admr. Ellery W. Stone (USNR) as president and Gen. William H. Harrison as board chairman of Federal Telephone and Radio Corp. and its manufacturing and sales subsidiary, Int. Standard Electric Corp., was announced last week by Col. Sosthenes Behn, chairman and chief executive officer of IT&T, the parent firm. Fred T. Caldwell, former president of the two first-named corporations, has been elected vice chairman of the boards of both. All appointments are effective Sept. 1.

Admr. Stone has been an IT&T executive since 1931, serving most recently as executive vice president of Federal Telephone and Radio Corp. Gen. Harrison's recent election as president of IT&T also becomes effective Sept. 1. He is now vice president in charge of operations and engineering of the American Telephone and Telegraph Co.

WNEW New York will air broadcasts of the Brooklyn Football Dodgers 12 games this season, starting with the opener last Friday, Aug. 27th.

REPUBLICAN BIG-WIGS are interviewed over KMOX St. Louis from the KMOX tent on the Illinois State Fair Grounds at Springfield. Behind the mike is Gov. Earl Warren, of California, GOP vice presidential nominee, flanked on his right by Senator C. Wayland Brooks (R.-Ill.) and on his left by Gov. Dwight Green (in light suit), of Illinois, seeking his third term as that state's chief executive. Wendell B. Campbell, KMOX general manager, is at extreme left. Conducting the interviews is Ted Mangner, KMOX farm editor.

SHUT UP
. . . Or Say Something, Advises 'Speakers' for TV

"THE AMERICAN people will no longer be able to tolerate a speaker who hasn't the courtesy to shut up when he has nothing more to say." That strong warning, prompted by the television coverage of the political conventions, is voiced by *Speakers Magazine*, September issue, in an editorial titled "Video and Politics."

The writer, Stuart J. Barnes, who is editor of the magazine, says further: "A speaker's concession to his television audience is not complete when he consults a make-up artist prior to his appearance. How he looks is important, but it is far less important than what he has to say. His audience will excuse his looking pasty or unshaven, but it will not pardon his interminable emissions of hot air."

"It is probably a good thing for both parties," he writes, "that all the voters in the nation did not see the convention over television. For the general reaction on the part of those who did see the show was one of praise for the television industry and ridicule for both parties—ridicule based almost exclusively on the caliber of oratory."

The editorial concludes with some advice on substituting "intelligent reasoning and facts for the traditional hokum" in future conventions, and adds ". . . politicians who look to the future can see [television's] potentialities—and we trust they can see the handwriting on the wall."

Deme WBIS Consultant

JOHN DEME, former manager of WLAD Danbury, Conn., reported as manager of WBIS Bristol, Conn., in the story of the WLAD stockholders' battle [BROADCASTING, Aug. 23], should be identified as consultant for WBIS during its construction. Information that Mr. Deme is manager of WBIS was carried in the August 8 issue of *Bridgeport* (Conn.) *Sunday Herald*.

Warner Named Manager Of WHBS and WHBS-FM

RICHARD WARNER has been promoted from program director to manager of the *Huntsville* (Ala.) *Times* stations, WHBS (1490 kc, 250 w fulltime) and WHBS-FM (Channel 236, 95.1 mc), it was announced last Thursday by Henry P. Johnston, president of The Huntsville Times Co., licensee of the stations.

Mr. Johnston said M. C. (Jimmy) Gregory had resigned his post as manager because of poor health.

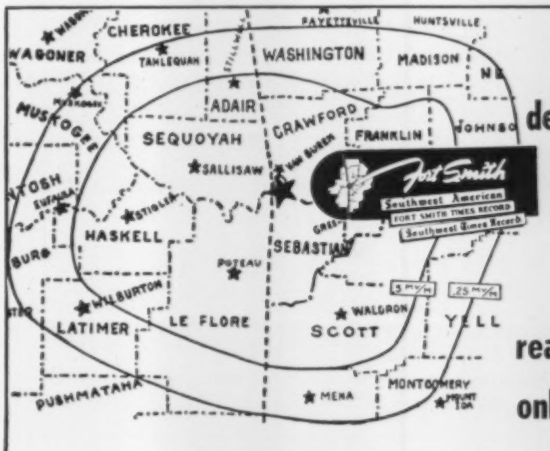
COOPER WILL RETIRE; OTHER AT&T CHANGES

THE IMPENDING retirement of Charles P. Cooper as vice chairman of the AT&T board of directors and the election of Clifton W. Phalen as vice president in charge of public relations, replacing Keith S. McHugh, were announced by the company last week.

Mr. Cooper will retire Sept. 1 at his own request after more than 40 years with the Bell System. Vice president of AT&T in charge of finance from 1926 to 1946, he became executive vice president in that year, and was elected vice chairman of the board last February. He will continue as a member of the AT&T board. Mr. Cooper began his communications career as a junior engineer with the New York Telephone Co. He became president of Ohio Bell Telephone in 1923.

Mr. Phalen, AT&T's new public relations chief, has been vice president of the New York Telephone Co. since 1944. He joined the latter company 21 years ago as a lineman and repairman, rising to an assistant vice presidency in 1943.

Mr. McHugh, who has been AT&T vice president in charge of public relations since 1946, has been appointed vice president in charge of finance. He joined AT&T as a clerk in 1919 and was elected vice president in 1938.



KFSA
delivers a
market
•
•
•
reached
only from

Inside Fort Smith

The number 2 market in Arkansas . . . the hub of a rich and varied agricultural market . . . the center of the state's greatest industrial development.

This market has over 33 million dollars from manufacturing sales . . . and 35 millions from retail sales. Effective buying power is set at 58 millions per year . . . bank deposits are over $1100 per capita! Truly A GREAT MARKET . . . brought to you through KFSA . . . Fort Smith.

KFSA 950
FORT SMITH ARKANSAS
AMERICAN BROADCASTING COMPANY AFFILIATE
KFSA/fm—107.7 Megacycles, Channel 299
REPRESENTED NATIONALLY BY
TAYLOR • HOWE • SNOWDEN *Radio Sales*, INC.

OUT OCTOBER 11

1948 BROADCASTING MARKETBOOK

Containing Latest Available Data on

MARKETS AND **MEDIA** BY **COUNTIES,**
BY **CITIES** AND INCLUDING **STATE MAPS.**

ALABAMA ● *SAMPLE COUNTY LISTING*

County	1948 Total Families	Per Cent Radio	1948 Radio Families	Tel. Homes 1945	Employment Mid-March 1946	Taxable payrolls—Jan. to March 1946	Bank Deposit 1944, 1000's	Retail Sales 1947, 1000's
Autauga	3,890	77.4	3,010	274	1,256	465	1,426	5,264
Baldwin	10,130	83.7	8,480	1,026	1,927	661	6,721	18,056
Barbour	7,940	74.8	5,940	711	2,668	782	4,246	11,120
Bibb	4,430	84.7	3,750	191	2,003	723	1,248	7,025
Blount	6,980	81.5	5,690	308	1,078	357	3,798	8,533
Bullock	4,070	73.2	2,980	253	984	289	3,400	6,036
Butler	6,930	77.2	5,350	636	2,645	790	4,402	11,659
Calhoun	16,110	83.5	13,450	3,423	14,755	5,636	25,075	39,692
Chambers	9,940	84.0	8,350	204	8,890	3,505	1,314	11,300
Cherokee	3,670	86.1	3,160	316	415	99	3,028	4,725

Sources: Families—BMB; Telephone Homes, Employment, Taxable Payrolls, Bank Deposits—Dept. of Commerce; Retail Sales, copyright 1948 "Sales Management." Further reproduction unlicensed.

The MARKETBOOK is a Special Issue to be distributed to BROADCASTING readers as Part 2 of the October 11 Issue of the magazine. This volume, first since publication of the 1942 BROADCASTING Market Data Issue, furnishes the timebuyer the most comprehensive statistical analysis on radio markets and media currently available. Gathered from the most authoritative sources, the MARKETBOOK information will quickly and accurately supply the trade answers most frequently sought by agencies and advertisers.

If you have not yet reserved space, please do so right away. Send your reservation in NOW by collect wire to assure representation in this choice issue. Final advertising deadline September 13.

REGULAR RATES APPLY

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

NATIONAL PRESS BLDG. ● WASHINGTON, D. C.

CANADA

Western Broadcasters Meet at Saskatoon

PLANS for re-organizing the executive branch of the Canadian Assn. of Broadcasters were discussed at the annual meeting of the Western Assn. of Broadcasters at Hotel Bessborough, Saskatoon, Aug. 23-25. Price mention and regional matters were also on the agenda of the well-attended meeting under the chairmanship of President Bert Cairns, CFAC Calgary.

At a closed meeting on opening day, Jim Allard, general manager of CAB, outlined a plan for long-term policy of CAB and services which the national organization could perform for its members. The plan followed a detailed survey made during the spring and early summer by Al MacKenzie, efficiency expert of the Taylor-Pearson & Carson group of managed stations and subsidiary companies.

Plan was developed by Messrs. Allard and MacKenzie. Its first presentation, after being submitted to CAB directors, was at the WAB meeting. No details of the plan have been released for publication until approved and altered at regional association meetings. It will come up for approval at the next annual meeting of CAB in June 1949.

In brief the plan presents what services members can expect from CAB by way of dealings with government bodies, performing rights fees, unions, agencies, etc.; a long-term policy on what CAB should strive for in development of independently-owned broadcasting and television stations; and setting up a department for developing more interest in broadcasting as a selling medium.

In his opening address, President Cairns stated that the success and continuance of price mention in radio advertising will depend solely on the uses adopted by radio stations. (Price mention starts in Canada Sept. 1 for a six-month trial period.) "Price mention, intelligently and tastefully employed, will be of great service to the radio station, advertisers and listeners," Mr. Cairns said.

Price Mention Policy

Price mention policy took up most of the second day's sessions, with meeting going on record to suggest to Canadian Assn. of Broadcasters to add to its price mention policy a clause advising stations to sell more program periods instead of boosting number of spot announcements. A. J. Messner, commercial manager of CJOB Winnipeg, stated that a survey made by the station in Winnipeg showed that most advertisers would not use price mentions, others would boost their advertising 25 to 100% by use of price mention advertising. CJOB will not allow flash announcements with price mentions, he stated. Bert Cairns, CFCA Calgary, stated that no discrimination between merchants should be allowed in use of price mentions, and reported conferences with Retail Merchants Assn. of Canada.

Final day's sessions were devoted to political broadcasting regulations, dramatized political broadcasts and a program report from Parliament Hill.

William Guild, CJOC Lethbridge, was elected president of the association to succeed Mr. Cairns. Mr. Guild was among the younger radio executives elected a director of the Canadian Assn. of Broadcasters last March.

New directors elected by the western Canada group are: Jack Blick, CJOB Winnipeg; G. H. Love, CFCN Calgary; Ed Rawlinson, CKBI Prince Albert.

SAFE-DRIVING APPEAL

Standard Oil Shows to Urge Caution by Game Crowds

APPEALS to promote safe driving will again be aired this fall by Standard Oil Co. (of Indiana) on its Thursday and Friday radio programs before weekend football games and during its sponsored games, Robert E. Wilson, chairman of the board of the firm, announced last week.

Dr. Wilson also said he would send out letters Sept. 1 to presidents of universities and colleges and high school principals calling for their coperation in airing the appeals on public address systems for the benefit of actual spectators. The appeals will be mailed to all centers which have football teams in the 15 Midwest states where Standard Oil markets.

Text of the message reads in part: ". . . Drive carefully. Give the other fellow a break. Take no chances. Be careful—the life you save may be your own."

Standard plans to air the appeals during "timeout" periods of games under its sponsorship.

'CBS Views Press'

INSIDE STORY of the WCBS New York weekly 15-minute program, *CBS Views the Press*, is told in the September *Atlantic Monthly* by Don Hollenbeck, radio correspondent and former newspaperman, who presents the program. "It is the constant treatment of the local performance which begins to make the listener think a little more about the newspaper he reads," says Mr. Hollenbeck, pointing out that it may never have occurred to the average newspaper reader that news could be presented in so many different ways, or simply not presented at all.

McGrath Incident Furor Dying Down

A STORM stirred up by charges of bias against two radio commentators evidently had spent its strength last week as Sen. J. Howard McGrath, Democratic National Committee chairman, turned a cold shoulder on commentators' challenges to substantiate the charges.

The Rhode Island Senator was taken to task by two Washington commentators who suspected that they were the targets of a barrage fired by Sen. McGrath at a party gathering in Johnston, R. I., Aug. 15 [BROADCASTING, Aug. 23]. They linked charges that radio commentators and the press were waging an "anti-democratic" campaign against President Truman with similar accusations against them in *Capital Comment*. In an article in the Democratic party organ, broadcasts by Fulton Lewis jr., MBS commentator, and those on the *Three Star Extra* program were labeled "biased tirades."

A "put up or shut up" offer was communicated to Jack Redding, Democratic party publicity chief, by Ray Henle and Fred Morrison, commentator and managing editor, respectively of NBC's *Three Star Extra*. They offered to submit their own scripts for a comparison with the Committee's monitored records of the broadcasts.

Lewis Retort

Mr. Lewis, in a broadcast, leveled a blast at Sen. McGrath and offered to correct any statements the party could prove inaccurate.

In a conversation with Mr. Henle, Sen. McGrath denied he had specifically mentioned Mr. Henle or Mr. Lewis and that he had not approved the story appearing in *Capital Comment*, according to Mr. Henle. The legislator told Mr. Henle he would seek an explanation for the article, the commentator said.

Mr. Redding last week agreed that the commentators had not been mentioned by name in the Rhode Island talk, but he refused to retreat from the party views recited in the publication.

In speaking of the article Mr. Redding said Sen. McGrath "didn't clear it, but we're not going to eat it."

The Rhode Island burst had merely been an appeal for "objective reporting" Mr. Redding said.

All factions seemed to be agreed on one point—the matter evidently will not be pursued further.

WDTV Changes

ALLEN B. DuMONT LABS Inc. was granted minor changes in its construction permit for WDTV (TV) Pittsburgh last Wednesday by FCC. Antenna height was decreased from 818 feet to 814 feet. Video power was stepped up from 14.6 kw to 16.6 kw and aural power changed from 7.3 kw to 8.3 kw. No changes in coverage were anticipated.

OUT OCT. 11

BROADCASTING
300-page
MARKETBOOK

Free . . . TO OUR SUBSCRIBERS

IF you are a BROADCASTING subscriber on Oct. 11, you will receive as a bonus, a *free* copy of this fact-packed MARKETBOOK. This volume comes with your regular weekly edition securely wrapped in a heavy-duty envelope.

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- ● $5.00 Yearbook-1949
- ● $1.00 MARKETBOOK
- ● 52 weekly issues

all for $7

UNTIL OCTOBER 11

MAIL COUPON TODAY

BROADCASTING MAGAZINE
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.
YES, enter my subscription now so I'll get the 1948 MARKETBOOK, 1949 Yearbook (published in February) and the next 52 weekly issues.
1 YEAR ☐ $7   2 YEARS ☐ $12
Add $1 a year for Canadian or foreign postage
☐ BILL ME
NAME ____________ TITLE ____________
COMPANY ____________
ADDRESS ____________
CITY ____________ ZONE ______ STATE ____________
• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

MARKETBOOK Special

GRID SPONSORS

Nine More Contract

NINE more contracts for regional or local football sponsorship have been announced in the past week. Included was the disclosure that the nine game schedule of the professional Baltimore Colts will be televised on WMAR-TV Baltimore and WTTG Washington, DuMont outlet, under the aegis of the National Brewing Co. of Baltimore. Seven telecasts will originate in Baltimore, the other two in New York. Owen & Chappell is the agency.

Sponsoring . . .

National Brewing Co.
Standard Oil of Ind.
Kaiser-Frazer Dealers (Chi.)
Chicago Rockets
American Tobacco
Chicago Motor Co.
Goebel Brewing Co.
Michigan National Bank
Acme Breweries

Standard Oil Co. (of Indiana) will sponsor broadcasts of all regular-season games of the Chicago Bears, in addition to those of six universities, the firm announced.

The professional games will be carried by a radio network of 12 stations. They are WIND Chicago, WDZ Tuscola, WMMJ Peoria, WQUA Moline, WCIL Carbondale, WFTW Ft. Wayne, WSUA Bloomington, WXLW Indianapolis, WIKY Evansville, KIOA Des Moines, KWWL Waterloo and KFAB Omaha.

Other broadcasts include the Universities of Colorado, Iowa, Michigan, Minnesota, Nebraska and Wichita. Schedule is as follows: Colorado on KOA Denver, Iowa on WHO Des Moines, Michigan on WJR Detroit, Minnesota on WCCO Minneapolis, Nebraska on KFAB Omaha and KOLT Scottsbluff, and Wichita on KANS Wichita.

In addition, a series of "Game-of-the-Week" broadcasts will be sponsored by Standard Oil on KMOX St. Louis.

Kaiser-Frazer dealers of Chicago have taken the sponsorship of all Northwestern U. football games on WIND Chicago, Saturdays, beginning early in October. Erie Clothing Co. and Peter Pan restaurants will sponsor pre and post broadcast segments of games.

Chicago Rockets, of professional all-American Football Conference, will sponsor its own games on WIND beginning with Chicago-Los Angeles game Aug. 27.

Eight college games at U. of Illinois and Northwestern stadiums will be telecast this fall by WGN-TV, Chicago, with mobile equipment picking up signals from microwave relays from Champaign to Danville and coaxial cable from Danville to Chicago and microwave relays from Northwestern's Stadium in Evanston. Sponsor is American Tobacco Co., for Lucky Strike cigarettes.

Eleven top college games will be aired this fall over WGN and WGNB, under sponsorship of the *Chicago Motor Club*. Six of the games will be remotes, with the remainder originating at Northwestern U.'s stadium.

The schedule follows: Sept. 25, Purdue-Notre Dame; Oct. 2, Purdue-Northwestern; Oct. 9, Minnesota-Northwestern; Oct. 16, Ohio State-Indiana; Oct. 23, Syracuse-Northwestern; Oct. 30, Ohio-Northwestern; Nov. 6, Notre Dame-Indiana; Nov. 13, Northwestern-Notre Dame; Nov. 20, Illinois-Northwestern; Nov. 27, Washington-Notre Dame; Dec. 4, Notre Dame-Southern California.

Goebel Brewing Co., Detroit and Muskegon, Mich., will sponsor broadcasts and telecasts of Detroit Lions' games this season. Both home and away games will be sponsored by Goebel over WJR Detroit, WGRD Grand Rapids, WGFG Kalamazoo, WKBZ Muskegon and WSOO Sault Ste. Marie. Telecasts will be over WXYZ-TV Detroit [BROADCASTING, Aug. 23].

Exclusive contract was announced Aug. 23 between WJIM Lansing, Mich., Michigan State College and the Michigan National Bank for the Michigan State games this fall. According to WJIM President and General Manager Harold F. Gross, six stations—WFDF Flint, WOOD Grand Rapids, WSAM Saginaw, WELL Battle Creek, WTTH Port Huron and WJIM—will band into a "Michigan National Network". Contract covered exclusive rights to the Spartans' home games for WJIM in Michigan with only exception being WKAR East Lansing and a Detroit outlet.

Acme Breweries of San Francisco has contracted with KSFO that city for local Sunday professional games of the San Francisco 49ers. KSFO also plans heavy schedule of college games.

Maryland's Press Group Opposes 'Gag' Extension

PROPOSAL of the Maryland Court of Appeals standing committee on rules to extend the "Baltimore Gag" to statewide operation was opposed last week by the Maryland Press Assn., meeting at Salisbury.

Resolution opposing extension of the rule restricting broadcasters and stations in their coverage of crime news was handed to Judge Levin Claude Bailey, of Salisbury, chairman of the court's committee. A subcommittee has recommended that Rule 904 of the Baltimore Supreme bench be incorporated in appellate court rules for all state courts. Five broadcast stations have been cited by the Baltimore bench for coverage of a murder case.

Allocations Hearing

ORAL ARGUMENT will begin Oct. 6 in proceedings involving frequency allocations between 25 and 30, 44 and 50, 72 and 76 and 450-460 mc and affecting general and public mobile, land transportation, industrial and public safety radio services, FCC announced in an order adopted last Thursday. Arguments will begin in Washington, D. C., at 10 a.m. at a place which the Commission will specify later.

SOLO SPONSOR

One Firm Buys All First Week On WQQW-FM

UNIQUE negotiations are closed by Mr. Goodman (r) and Mr. Walders.

* * *

WHEN WQQW-FM Washington, D. C., is launched Sept. 12 on Channel 269, 101.7 mc, it will lay claim to the distinction of being the first station in history with all its commercial time during the first week's operations sold to a single sponsor.

Negotiations were closed recently by Herman E. Goodman, representing the sponsor, Emerson Radio Corp., and Perry Walders, WQQW commercial manager. According to M. Robert Rogers, station manager of WQQW, AM operation of the licensee, Metropolitan Broadcasting Corp., this is the first contract of this type ever negotiated before in radio history.

Another first is claimed by WQQW-FM as the result of the equipment it is using. The new transmitting equipment consists of a Collins 5-kw FM transmitter, reportedly the first of its kind ever built and a Collins 5-ring antenna providing an effective radiated power of 20 kw at 103.5 mc. The FM antenna has been installed atop WQQW's existing AM tower at Falls Church, Va.

WQQW and its FM sister operation will function as one station providing two types of service. During most of the year both AM and FM signals will be heard until 6 p.m. and sold as a package. From 6 p.m. until midnight WQQW-FM will take over and its time between those hours will be available on a per evening basis only. Class A time after the dedication week will be sold to a single sponsor each evening, a scheme in which local and national advertisers are said to be manifesting enormous interest due to the maximum flexibility of program service it is said to provide.

REGISTRATION for fall classes has been opened at New Institute for Film and Television, 29 Flatbush Ave., Brooklyn. New Institute is equipped with complete shooting stage for courses in camera techniques, lighting, cutting, editing, script writing, etc.

This announcement is not an offer to sell or a solicitation of an offer to buy any of these shares. The offering is made only by the Prospectus.

TELEVISION FUND, INC.
Common Shares

Copies of the Prospectus may be obtained from the undersigned or from dealers only in States in which the undersigned or dealers are qualified to act as dealers in securities and in which the Prospectus may be legally distributed.

TELEVISION SHARES MANAGEMENT COMPANY
135 South LaSalle Street
Chicago 3, Ill.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative: J. P. McKINNEY & SON

Treason

(Continued from page 30)

and sometimes "Midge." In tones dripping with sweetness, the propagandist pleaded with American soldiers to "go back to your wives and sweethearts."

The suspected traitor was captured in Berlin on March 20, 1946 and released the following Dec. 24. Since that time she has been in and out of custody in the United States Zone in Germany.

Attorney General Tom C. Clark asked United States Army authorities in Tokyo Aug. 16 to send Ivo Toguri D'Aquino to San Francisco to face a Federal Grand Jury there "at as early a date as possible," as a climax to more than three years of investigation. Under American laws, a person charged with treason must be tried at the arrival point in the United States.

Mr. Clark said the inquiry indicated that Mrs. D'Aquino, born in the Los Angeles suburb of Watts, July 4, 1916, was one of six English-speaking Japanese women who broadcast over Radio Tokyo between 1943 and 1945.

American Born

She was the only American-born woman in the group to which the American armed forces in the Far East applied the collective nickname, "Tokio Rose," according to Mr. Clark. Servicemen who donated the monicker, which she never used during the broadcasts beamed to desolate places in the Pacific, claim she taunted them by delivering stories, in a soft, sexy voice, telling of the good times being enjoyed by those at home and suggesting their wives and sweethearts were being unfaithful in their absence.

Mrs. D'Aquino, whose father runs a grocery store in Chicago with three of his other children, was graduated from the U. of Los Angeles in June 1941.

American military authorities at the end of the war imprisoned her for a year and then released her. In 1945, she married Phillip d'Aquino, a Portuguese reporter for a Japanese news agency. The marriage, she feels, gives her the status of a Portuguese national, but Uncle Sam disagrees.

As late as last December, the Dept. of Justice reported its efforts had failed to turn up the two witnesses required under the Constitution to support filing of the treason charge.

Now, Mr. Clark discloses, 15 Japanese nationals will be brought to San Francisco from Japan as witnesses along with Americans who will testify.

Mrs. D'Aquino was arrested last Thursday by agents of the Allied Headquarters' counter-intelligence department in her shabby Tokyo rooming house and placed in the custody of the theater Provost Marshal's office.

Now in Sugamo Prison, where others are awaiting verdicts on war crimes, she is expected to arrive in San Francisco about Sept. 28.

In the nation's history the Federal courts have had some 35 treason trials. The heaviest penalty upon conviction is death, but it has never been carried out against a civilian.

Reaching
4,000,000 PEOPLE
KWKW
Pasadena - Los Angeles

TV INVESTMENT

Television Fund Inc. Formally Set Up

FORMAL organization of Television Fund Inc., open-end investment company specializing in securities in the fields of television, electronics and radio, was announced in Chicago Aug. 24 by Chester D. Tripp, president of the Fund and head of a group of business and financial men.

The Fund, which was registered with the Securities and Exchange Commission in mid-June, will make available shares for public offering through investment dealers in the near future, it was understood. SEC sanction in the states involved is still pending. Firm already had set a maximum offering price of $48,927,375.00 on its proposed sale of 4,987,500 shares. It was incorporated under Delaware state laws last May 27 [BROADCASTING, July 5].

Describing television as the "most dynamic growth potential available to the American investor," Mr. Tripp said the investment company was conceived as a "logical medium for participation in the future of the industry." Other directors of the Fund, in addition to Mr. Tripp, who is also president of Consolidated Copper Mines, and of Grip Nut Co., and chairman of Economic Trend Lines Studies, are: William P. Pope, vice president, Neumode Hosiery Co.; Charles D. James, president, Northwestern National Insurance Co.; Russell H. Matthias, attorney, and Herbert H. Taylor, president, Franklin County Coal Co. Fund custodian is the Irving Trust Co.

To keep posted and informed on developments within the TV field, the Fund has retained both an advisory board and a technical consultant, Mr. Tripp also disclosed. Advisory board includes George P. Adair, consulting radio engineer and former chief engineer of FCC; Dr. William L. Everitt, U. of Illinois, and Dr. Frederick E. Terman, Stanford U.

Technical Consultant

Technical consultant to the Fund is Television Assoc. Inc., Chicago, engineering and advisory organization whose president is Keith Kiggins, former ABC vice president. Television Shares Management Co., 135 S. LaSalle St., Chicago, is the principal underwriter of shares. Personnel includes Robert D. Michels, radio and theatre executive, as president, and Paul A. Just, as executive vice president and director of national sales for the firm.

"Advice and counsel on technical trends are more important in television than in any other growth industry," Mr. Tripp maintained in making the announcement, "because television is expanding rapidly in many directions and it is a difficult task for the average individual investor to select the companies which will survive and prosper."

Television Fund obtained its initial capital by selling privately about 12,500 shares at $9.00 a share last May. Offices are located at 1 N. LaSalle St., Chicago.

Television Fund and Television Shares Management Co., its principal underwriter, have appointed R. Pershall Co., Chicago, to handle advertising and public relations. Agency account executive is Gerry J. Schnur.

"CASS COUNTY BOYS" have been signed as combination AM-TV program fare by KFI Los Angeles. Standard program will start in early fall with video showcase to come in October or November.

Dwight Fisher Is Named KRAL Rawlins Manager

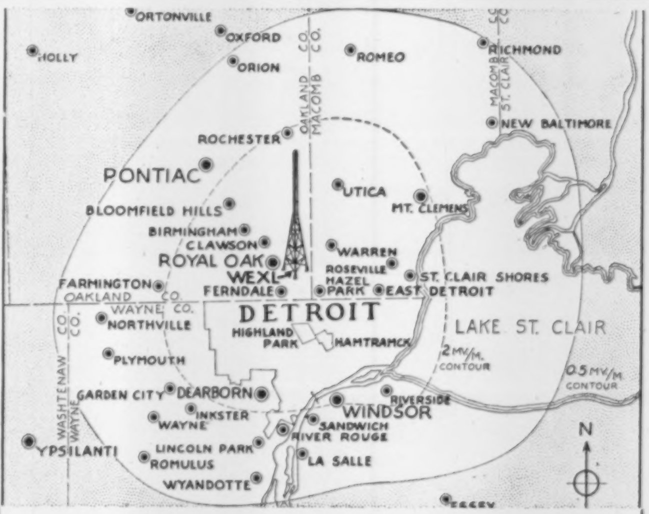
Mr. Fisher

DWIGHT A. FISHER has been named manager of KRAL, 250-w Rawlins Wyo., outlet on 1240 kc, it was announced last Thursday by William C. Grove, manager of KFBC Cheyenne, with which KRAL is affiliated in ownership.

Mr. Fisher, who has been on the advertising staff of the *Wyoming Eagle* and *Wyoming State Tribune*, Cheyenne dailies, for the past three years, succeeds Max Young. Mr. Young returns to KFBC advertising department because of ill health, Mr. Grove said.

Clark Grove, a stockholder of KRAL, remains its chief engineer and treasurer. KRAL's president is Tracy S. McCracken, publisher of the *Eagle* and the *State Tribune*, who is also president of KFBC and the *Rawlins Daily Times*.

GROVER A. WHALEN, chairman of the Mayor's Committee for the Commemoration of the Golden Anniversary of Greater New York, last week commended the CBS television network for its two and a half-hour video coverage of the opening of the New York exposition in Grand Central Palace Aug. 21. The program was a "splendid aid to inter-community friendship," Mr. Whalen said.



NEARLY HALF THE ENTIRE POPULATION OF MICHIGAN RESIDES WITHIN THE PRIMARY COVERAGE AREA OF

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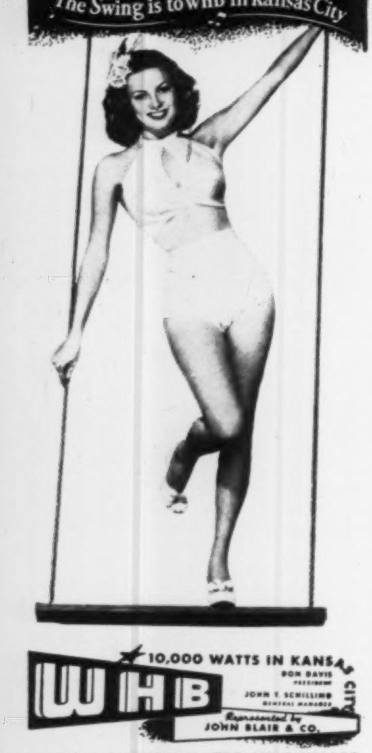
The Swing is to WHB in Kansas City

WHB
10,000 WATTS IN KANSAS CITY
DON DAVIS
PRESIDENT
JOHN T. SCHILLING
GENERAL MANAGER
Represented by
JOHN BLAIR & CO.
MUTUAL NETWORK • 710 KILOCYCLES
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KFMB
(AND KFMB-FM)
Sells
SAN DIEGO
KFMB SELLS SAN DIEGO FROM THE "INSIDE" — MOVES YOUR PRODUCT IN — AND MOVES IT OUT . . . FAST!
1000 watts 550 kc
BASIC AMERICAN NETWORK
(Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Taylor-Borroff

(Continued from page 21)

Chicago in 1931. He was promoted to sales manager of NBC Blue and in 1942 was named vice president when Blue Network Co. was formed in separation of NBC's Red and Blue, remaining in the position when the name was changed to ABC. He resigned the ABC post in June [BROADCASTING, June 7].

Taylor Background

Mr. Taylor, chairman of the representative firm, was in newspaper work in the Southwest until 1934 when the *Amarillo Globe-News* bought and consolidated stations WDAS and KGRS into the present KGNC.

He owns and controls KANS Wichita and KTOK Oklahoma City and is an officer of Lone Star Chain. In addition he is executive general manager of Plains Radio Broadcasting Co. (KGNC Amarillo and KFYO Lubbock, Tex.), KRGV Weslaco and KTSA San Antonio, and is an officer and director of Business Music Inc. in Dallas, Fort Worth, Houston and Kansas City.

Mr. Keese

Stations Represented

Mr. Taylor said Thursday that stations represented are WAAB Mobile; KFSA Fort Smith, Ark.; KLRA Little Rock, Ark.; KCSJ Pueblo, Col.; WLIZ Bridgeport, Conn.; WTNT Augusta, Ga.; KANS Wichita; WVLK Lexington, Ky.; WINN Louisville; KPLC Lake Charles, La.; KMLB Monroe, La.; KRMD Shreveport, La.; KGGM Albuquerque, N. M.; KVSF Santa Fe, N. M.; WLOS Asheville, N. C.; WTOB Winston-Salem, N. C.; WMAN Mansfield, O.; KTOK Oklahoma City; KOME Tulsa; WCOS Columbia, S. C.; WORD Spartanburg, S. C.; KGNC Amarillo; KTBC Austin, Tex.; KEYS Corpus Christi, Tex.; KROD El Paso; KFYO Lubbock, Tex.; KTRE Lufkin, Tex.; KTSA San Antonio; KCMC Texarkana, Tex.; KRGV Weslaco, Tex.; KFDX Wichita Falls, Tex.; WDUZ Green Bay, Wis.; WKBX La Crosse, Wis.; KBUR Burlington, Ia.; KPHO Phoenix; WIKK Erie, Pa.; WBML Macon, Ga.; WCOV Montgomery, Ala.; WTNB Birmingham; Lone Star Chain; Oklahoma Network; Southwest Network.

WMPS Memphis will be represented through Sept. 18 but the station has not announced its new national representative.

DISTRIBUTION rights for Admiral radios, television sets, phonographs and other products for 70 Iowa counties have been consigned to Bi-States Distributing Corp., Des Moines, which was formed last year and operates as a company in Nebraska and Iowa.

WKY Oklahoma City, whose television station is under construction, has been granted exclusive rights for television coverage of all athletic events at U. of Oklahoma.

'SELLING' AMERICA

Special Transcribed Interviews Being Made For Foreign Broadcast by WRUL

LOCAL U. S. radio stations have indicated their desire to assist the World Wide Broadcasting Foundation in "selling" America and democracy abroad, as a result of the first few weeks tour by the "Friendship Bridge Radio Caravan," according to Walter S. Lemmon, foundation president.

The caravan, a car and mobile recording studio housed in a trailer, was launched by the Foundation's shortwave station, WRUL Boston and New York, on Aug. 17 in Lexington, Mass., and has since then toured a number of New England cities. During stops WRUL microphones are taken into shops, industrial plants, homes, or are set up on the street to interview persons on their thoughts about democracy and American freedom.

Recordings are then returned to station headquarters and are beamed to various countries, according to the language in which the recording was made.

Mr. Lemmon said last week stations that have cooperated with the campaign include WICC Bridgeport, Conn.; WAAB Worcester, Mass.; WSPR Springfield, Mass.; WBMS Boston and WEIM Fitchburg, Mass.

"We plan to tour the entire country with the caravan," he said, "with New York state and the Midwest next on the list." Most of the equipment, including the trailer, sound and recording equipment, automobile, and even stop watches for program timing, have been contributed by individuals or industrial concerns, Mr. Lemmon said. He estimated that the tour will cost between $50,000 and $75,000 in addition to material contributions.

Wyman Holmes, manager of WRUL Boston, is in charge of the caravan.

SET PRODUCTION DIPS SHARPLY DURING JULY

MARKED dip in radio set production occurred in July, mainly due to seasonal and market conditions, coupled with vacation shutdowns, according to Radio Mfrs. Assn., representing some 90% of total output.

TV production made the best record in July, almost maintaining the June level, RMA reported. July TV output consisted of 56,089 sets compared to 64,353 in June, or a total of 334,985 for the first seven months of 1948. This is at a weekly average of 14,022 TV sets, 30% above the average weekly production for the first six months of 1948.

Output of AM-FM sets, 74,988 units in July, was well below the 90,414 figure for June. AM output of 552,361 sets in July compared to 959,103 units the month before.

Total receiver output of TV, AM-FM and AM sets was 683,438 units in July compared to 1,113,870 in June, or 8,428,857 for the first seven months of the year. Production of auto and portable radios totaled 193,164 and 105,997 units respectively, sharp decreases.

Review of Film Co. Is Denied by FCC

REQUEST of Twentieth Century-Fox of California Inc., San Francisco, for a review of the FCC Motions Commissioner's denial of a petition it had filed to amend its application for a television construction permit so as to show proposed use of an auxiliary studio at Oakland was denied by FCC in an order adopted last Thursday.

Opposition to Twentieth Century-Fox's petition for review had been filed by Television California, of San Francisco, CBS and KROW Inc., Oakland.

In requesting review Twentieth Century-Fox pointed out that a petition filed by Paramount Television Productions Inc. asking leave to amend had been granted under similar circumstances and that its (Twentieth Century-Fox's) request should be similarly granted.

The Commission ruled, however, that Twentieth Century-Fox was late in filing its request for review, whereas Paramount Television Productions was not. The Commission said, in part: "It further appearing, that the petition to amend filed by the petitioner [Twentieth Century-Fox] was not filed until July 13, 1948, some ten days after the hearing in the proceeding had closed; that good cause was not shown why the petition had not been filed at an earlier date; and that a grant of the instant petition for review would not be conducive to orderly administration nor the rights of the other parties to the proceeding, it is ordered that the petition for review . . . be denied."

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!

Upcoming

Sept. 8-9: NAB District 14 meeting, Mammoth Hotel, Yellowstone National Park.

Sept. 12-13: NAB District 17 meeting, Davenport Hotel, Spokane, Wash.

Sept. 14-15: NAB District 16 meeting, Ambassador Hotel, Los Angeles.

Sept. 16-17: NAB District 15 meeting, St. Francis Hotel, San Francisco.

Sept. 18-26: National Television and Electrical Living Show, Chicago Coliseum, Chicago.

Sept. 27-29: FM Assn. annual convention, Hotel Sheraton, Chicago.

Sept. 30-Oct. 3: Institute of Radio Engineers, West Coast convention, Hotel Biltmore, Los Angeles.

Sept. 30-Oct. 3: West Coast Electronic Mfg. Assn., Hotel Biltmore, Los Angeles.

Oct. 4-5: NAB District 13 meeting, Blackstone Hotel, Fort Worth, Tex.

Oct. 9-10: Mississippi Broadcasters Assn. meeting, Biloxi, Miss.

Oct. 11-12: NAB District 6 meeting, Buena Vista Hotel, Biloxi, Miss.

'48-'49 Advisory Board Is Announced by REC

MEMBERSHIP of the 1948-49 advisory board of the Radio Executives Club of New York was announced last week by Carl Haverlin, president of the REC and of Broadcast Music Inc. The club resumes its semi-monthly luncheon meetings in September. The board:

Hugh Feltis, president, BMB; Frederic R. Gamble, president, AAAA; Andrew J. Haire, president, Advertising Club of New York; Grace M. Johnson, president, Advertising Women of New York; Edgar Kobak, president, MBS; Dorothy Lewis, women's division, United Nations Radio; Justin Miller, president, NAB; Charles G. Mortimer Jr., vice president, General Foods and chairman, Advertising Council; Herbert L. Pettey, executive director, WMGM New York (WHN); Elliot M. Sanger, executive vice president, WQXR New York; Frank Stanton, president, CBS; Nathan Straus, president, WMCA New York; Eugene S. Thomas, president, Sales Executives Club; Niles Trammell, president, NBC, and Mark Woods, president, ABC.

FIRST Milwaukee radio program to be adapted to video on WTMJ-TV, "Milwaukee Journal" station, "What's New —Ask Nancy Grey," switched to TV Aug. 4 for a half-hour each Wednesday and Friday afternoon. Nancy Grey, daily feature on WTMJ for more than 16 years, patterns her new show along same lines, covering innovations in woman's world, fashions, travel, books and household arts. Henry, a chef, demonstrates cooking in a kitchen.

PHILADELPHIA'S No. 1 Independent

SPORTS!
MUSIC!
NEWS!

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.

Videos in Midwest To Use Kinescopics

KINESCOPIC recordings of key TV shows in other regions will play an integral part in the Midwest TV network picture this fall, according to stations and networks in that area.

While ABC, whose owned and operated key outlet WENR-TV Chicago begins operation Sept. 17, has scrapped an original plan to make an immediate use of the kinescopic films, it intends to use them in the fall, pending clearance on a new recording instrument it reportedly is devising. At that time, it is expected that eastern shows will be available on film for Chicago televiewers.

NBC has also expressed its intention of bringing key network shows to Chicago televiewers by this means when its station, WNBQ, takes to the air later this fall. Until then, however, other stations in the NBC Midwest network may carry film shows if they are made available by Eastern network headquarters and advertising agencies.

It is pointed out too that kinescopic recordings will be in especially heavy demand in view of the fact networks are forbidden by FCC to sign exclusive contracts with affiliates. With dual affiliates and consideration of time allocations governing use of circuits on coaxial cable and relay towers, Eastern network shows may find themselves in any one of a number of stations with whom a network may or may not have a working agreement. This so-called cross airing among affiliates is expected to provide the best overall available network programs from the East. Kinescopic recordings would serve that function, in addition to their other uses, such as for audition purposes.

WBKB Chicago has disclosed it is negotiating for one key eastern CBS program on such a basis, and also possibly with DuMont. It would not, however, carry any transcriptions of ABC and NBC shows. Station also has ordered a recorder for its own use.

WGN-TV Chicago also will make use of Tele-Transcriptions, perfected by DuMont Television Network, beginning Sept. 26 to carry network's *Original Amateur Hour*.

Etter of WLBR Covers American Radio System

NO SYSTEM in the world can approach the American radio for excellence because advertising and the free American enterprise system have made it great. This view was expressed by Lester P. Etter, secretary-treasurer of the Lebanon Broadcasting Co., WLBR Lebanon, Pa., in a speech entitled "What Is the American System of Broadcasting?" before the Lebanon Kiwanis Club.

Mr. Etter covered the growth of radio in America from 1927 to the present.

High Band TV

(*Continued from page 27*)

of witnesses it will have present.

Philco stated only a quarter-hour would be needed by David B. Smith, parent firm's vice president in charge of engineering, to outline company's experience on four topics. Cited were: Interference to reception of television stations on Channels 2-13 resulting from adjacent channel operation of other services, from harmonic radiations and from man-made noise; propagation characteristics of the high band; state of development of transmitting and receiving equipment of monochrome or color video broadcasting capable of operation in the high band, and possible utilization of the high band for TV broadcasting.

Eitel-McCullough, tube manufacturer and research firm, indicated it would present Harold E. Sorg, director of research, on development of power tubes for the high band. About 15 minutes would be taken, the firm said. Television California, licensee of experimental station W6XJD San Francisco, told FCC it would offer testimony on the 600-mc operation of W6XJD through George P. Adair, director of research. Results of propagation study so far is to be covered in about an hour's time.

DuMont reported Dr. Thomas T. Goldsmith, its director of research, would be its only witness. TBA said Jack R. Poppele, president of the association and chief engineer of WOR New York, would testify and that it may present other engineering representatives. Twentieth Century-Fox entered appearance for its Washington counsel, Vincent B. Welch. Cowles stated it would be represented by T. A. M. Craven, vice president.

The Richards stations will present R. Morris Pierce, WGAR vice president, and others not yet named, who plan to testify on propagation characteristics and advantages and disadvantages of high-band vs. low-band operation. One hour of evidence was specified.

SCHEDULE TV SESSION AT ANA FALL MEETING

TELEVISION, newest medium for the presentation of advertising messages to the American public, will be highlighted in a special evening session at the three-day fall meeting of the Assn. of National Advertisers, to be held Oct. 25-27 at New York's Waldorf-Astoria.

Video session, to be staged Oct. 26 at a midtown theater, will adopt the documentary technique to present in dramatic form the impact of television on advertising, the opportunities it offers and the problems it presents. The session is being planned and prepared by a special ANA committee with Charles J. Durban, assistant advertising manager of United States Rubber Co., as chairman.

the HARRY NASH Sportscast

Nash has appeared on 4 networks as a golf commentator—is a baseball and football specialist.

15 minutes—Monday through Saturday 7:30 P. M.

An exclusive availability on

WNJR

the radio station of the Newark News

HAL TATE RADIO PRODUCTIONS,

Chicago, Producer of the *"WHO'S TALKING"* *Show.*

DEMANDS UNIVERSAL *For the BEST in Transcriptions*

Universal Recording Corp.

20 N. WACKER DR. CHICAGO

FCC Lottery Coup

(Continued from page 21)

lating to federal crimes which included among its purposes, the recodification of the Criminal Code and of criminal provisions not already in that code which could be transferred from other titles without injury to their text."

The Commission maintained that it is authorized to consider in connection with its general licensing authority the "policies affecting radio expressed in other Acts of Congress." Therefore it has authority, FCC said, in determining whether a given grant would serve public interest "to consider the Congressional mandate that no licensee should broadcast any program containing any advertisement or information concerning any lottery, gift enterprise or similar scheme." In so doing FCC held it is not required to await "prior judicial determination that a given program is in violation of Section 1304 of the Criminal Code."

The FCC also is authorized to issue general rules "setting forth for the information of licensees its intention to refuse licenses to persons operating in violation of the Congressional prohibition against the broadcast of lottery information set forth in Section 1304 of the Criminal Code." Under that provision, the FCC stated it proposes to adhere to its determination of Aug. 5 to promulgate anti-lottery rules.

FCC said that rules similar in form to the chain regulations, embodied in Sec. 3.101-3.108 of the Commission's rules and regulations, are proposed to be promulgated and that these rules are designed to assist "the Commission, licensees, and other interested persons in giving effect to the public policy embodied in the determination of Congress that the United States should not 'permit any radio station licensed and regulated by the government to engage in such unlawful practices'." The quotation used by the Commission was from the Senate report of its hearings during the 72d Congress (1931-33) on HR-7716 to amend the Communications Act of 1927.

The Commission reported that the proposed rules would set forth with particularity, as set out in the appendix of its Aug. 5 notice, certain types of programs which the Commission believes are clearly prohibited by Sec. 316 of the Act "as amended" by the recodification. "These specifications of various types of programs which the Commission will consider to be lotteries, gift enterprises or similar schemes in violation of law," FCC said, "are intended to afford broadcast licensees an opportunity to be informed, so far as it is possible to do so, of the interpretation of the law with respect to these matters which the Commission proposes to apply in the exercise of its licensing function."

Called Interpretative

FCC held "These proposed rules therefore are entirely interpretative in nature and do not purport to add to or detract from the statutory prohibition imposed by Congress."

Concerning radio lotteries, the new provision of the Criminal Code states:

Section 1304. Broadcasting Lottery Information—Whoever broadcasts by means of any radio station for which a license is required by any law of the United States, or whoever, operating any such station, knowingly permits the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes, shall be fined not more than $1,000 or imprisoned not more than one year, or both.

Each day's broadcasting shall constitute a separate offense.

Sec. 316 of the Communications Act reads:

Section 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than $1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

The Commission's Aug. 5 proposal was issued simultaneously with report by FCC Hearing Examiner J. D. Bond on an investigation of a giveaway program of WARL Arlington, Va., titled *Dollars for Answers*. The telephone quiz show, now off the air, was adjudged to be a violation of the lottery ban. WARL has until Sept. 10 also to file its exceptions to the ruling and to request oral argument before the full Commission.

Following is text of the FCC's supplemental notice of proposed rule making issued Friday:

1. Supplemental notice is hereby given of proposed rule making with respect to the broadcasting of lottery information. On August 5, 1948, the Commission released a Notice of Proposed Rule Making with respect to this matter.

2. On June 25, 1948 by Public Law 772, 80th Congress 2nd Session, Section 316 was removed from the Communications Act of 1934 and recodified effective September 1, 1948 as Section 1304 of the United States Criminal Code, 18 U. S. C. Section 1304. This change was part of a general revision of laws relating to federal crimes which included among its purposes, the recodification of the Criminal Code and of criminal provisions not already in that code which could be transferred from other titles without injury to their text. No substantive change in the applicable law with respect to the broadcast of lottery programs was apparently contemplated by the recodification. See 93 Congressional Record, pp. 5048-5049; H. Rep. No. 304, 80th Cong. 2nd Sess. p. A-99 (Reviser's notes). Accordingly, the Congress has reaffirmed the public policy embodied in Section 316 of the Communications Act and has renewed the determination that it is contrary to the public interest to permit the broadcasting of lottery programs over the air.

3. This Commission is authorized to and has the duty to consider in connection with its general licensing authority policies affecting radio expressed in other Acts of Congress. See McLean Trucking Company v United States, 326 U. S. 67; Southern Steamship Company v NLRB, 316 U. S. 31. It has authority, therefore, in determining whether a grant of a given license application would serve the public interest, convenience or necessity, to consider the Congressional mandate that no licensee should broadcast any program containing any advertisement or information concerning any lottery, gift enterprise or similar scheme. And in so doing the Commission is not required to await prior judicial determination that a given program is in violation of Section 1304 of the Criminal Code. Public Clearing House v Coyne, 194 U. S. 497; Southern Steamship Company v NLRB, 316 U. S. 31. And the Commission is authorized to issue general rules setting forth for the information of licensees its intention to refuse licenses to persons operating in violation of the Congressional prohibition against the broadcast of lottery information set forth in Section 1304 of the Criminal Code. See National Broadcasting Company v United States, 319 U. S. 190.

4. Accordingly, the Commission proposes to adhere to its determination of August 5, 1948 that rules with respect to the broadcasting of lottery information should be promulgated by this Commission. Notice is hereby given that rules, similar in form to the Chain Broadcasting Regulations, Sections 3.101-3.108 of the Rules dealing with the qualifications of licensees, are proposed to be promulgated. These proposed rules are designed to assist the Commission, licensees, and other interested persons in giving effect to the public policy embodied in the determination of Congress that the United States should not "permit any radio station licensed and regulated by the government to engage in such unlawful practices." Senate Report 1045 on H. R. 7716, 72nd Congress, 2nd Session.

5. The proposed rules would also set forth with particularity, as set out in the Appendix of the Notice of Proposed Rule Making issued August 5, 1948 for standard, FM and television broadcasting, certain types of programs which the Commission believes are clearly prohibited by Section 316 of the Communications Act of 1934, as amended (effective September 1, 1948, Section 1304 of the U. S. Criminal Code, 18 U.S.C.) which makes criminal the broadcast of "any advertisement of or information concerning any lottery, gift enterprise or similar scheme, offering prizes dependent in whole or in part upon lot or chance." These specifications of various types of programs which the Commission will consider to be lotteries, gift enterprises or similar schemes in violation of law, are intended to afford broadcast licensees an opportunity to be informed, so far as it is possible to do so, of the interpretation of the law with respect to these matters which the Commission proposes to apply in the exercise of its licensing functions. These proposed rules therefore are entirely interpretative in nature and do not purport to add to or detract from the statutory prohibition imposed by Congress.

6. The proposed rules are issued under the authority of Sections 4(i), 303(r), 307(a), 308(b) and 309(a) of the Communications Act of 1934, as amended.

7. Any interested party who is of the opinion that the proposed rules should not be adopted, or should not be adopted in the manner proposed, may file with the Commission on or before September 10, 1948, a statement or brief setting forth his comments. At the same time persons favoring the rules as proposed may file statements in support thereof. The Commission will consider all such comments that are presented before taking action in the matter, and if any comments are submitted which appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument will be given.

8. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs, or comments filed shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie
Secretary

Adopted: August 26, 1948
Released: August 27, 1948

Hon. Walter W. Gross
J. Walter Thompson Agency
Kansas City, Mo.

Dear Walt:

Our man Mort Cohn's bin hummin' bout them halls in Montezooma an' them shores in Tripoli ever since he returned from the West Virginia U. S. Marine's trainin' camp where he went as WCHS correspondent. During the war, Mort wuz in the Army, so he had t' learn the Marine's song . . . Now, course, if you've bin figern on enterin' the Charleston, West Virginia market th' only thing you need t' learn is that WCHS has 5000 watts at 580 plus CBS . . . That's all you need to know t' sell in Charleston, W. Va.

Yrs.

Algy

WCHS

Charleston W. Va.

When It's **BMI** It's Yours

Another BMI "Pin UP" Hit—Published by Duchess

FOR HEAVEN'S SAKE

On Records: Adele Clark—Dec. 24444; Claude Thornhill—Col. 38224; Jan Garber—Cap. 15115; Ray McKinley—Vic. 20-2913; Helen Forrest—MGM.*

* Soon to be released

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

FCC Drops Appeal To Supreme Court

FCC ABANDONED last week its earlier plans to refer to the U. S. Supreme Court its appeal from the ruling of the Court of Appeals for the District of Columbia which reversed Commission hearing policy in the daytime skywave cases. Aug. 24 was last day FCC could appeal.

The Court of Appeals last week also formally notified the Commission of the April decision in which the Court unanimously reversed the FCC in its non-hearing grant to Patrick Joseph Stanton for a new 10-kw station at Philadelphia on 1-B clear channel (1530 kc) of WCKY Cincinnati. The Court remanded the WCKY interference claim to the Commission for further proceeding.

What action FCC would take in this matter was undecided through Thursday. However since the proceeding was initiated the Commission has adopted a policy of holding up all applications for daytime stations on U. S. 1-A or 1-B channels pending a decision in its own daytime skywave case which in turn is being held up by the FCC's clear channel proceeding.

See FCC Obligation

When the Court's decision had been announced observers generally agreed that FCC would be obligated to hear almost any claim of interference to an existing licensee. The exact effect has not been determined.

FCC prepared a petition for the Supreme Court about a fortnight ago asking *writ of certiorari* to review the matter. The petition was presented to the Solicitor General and subsequently returned to the Commission after it had been mutually agreed the appeal would not be carried through. Specific reasons were not cited but it was reported unofficially that the Commission had been advised its case was not strong enough and that the Commission should amend its own rules to preclude similar cases in the future.

GOVERNOR Luther W. Youngdahl of Minnesota (center) is shown breaking ground for the transmitter of KEYD Minneapolis, new 5-kw daytime outlet which expects to be on the air by Oct. 1. Observing are Lee L. Whiting (l), manager, and Harold Winther, commercial manager.

Petition for KELD Granted by FCC

PETITION of Radio Enterprises Inc. (KELD), El Dorado, Ark., for a reopening of the record in a consolidated proceeding involving applications of KELD, James G. Ulmer and James G. Ulmer Jr., doing business as East Texas Broadcasting (KGKB), Tyler, Tex., and Hugh J. Powell (KGGF), Coffeyville, Kan., for construction permits was granted by FCC in an order adopted last Thursday.

KELD had requested the Commission to take this action to show the non-availability of the transmitter site suggested for it by East Texas Broadcasting, and its request had been opposed by East Texas.

Daytime interference problems may be more serious than that reflected by the present record of the consolidated proceeding, FCC pointed out, adding that since the closing of the record it had granted the application of Hugh J. Powell for assignment of the license of KGGF to Midwest Broadcasting Co. Inc. and that Mr. Powell is not associated with the new licensee.

FCC further pointed out that the licensee of KGKB (East Texas Broadcasting) had suggested a transmitter site for an alternate directional antenna design for KELD and had obtained an option to lease said site; that since the close of the record in the proceeding power lines had been placed over the site, precluding the use of the property by KELD and making it unusable for a directional operation.

The subsequent hearing to be held in the case at a time to be set by FCC will be for the following purposes, FCC said:

To determine the technical, financial and other qualifications of the applicant corporation, Midwest Broadcasting, its officers, directors and stockholders to construct and operate KGGF as proposed.

To determine whether the operation of KGGF and KELD as proposed would involve objectionable interference daytime with the operation of KGKB as proposed.

To determine whether the transmitter sites of the proposed and suggested operation of KELD would comply with the Commission's Standards of Good Engineering Practice.

Hearings on AGVA Dispute Are Held

Deadline for Action Passes in Daytime Skywave Case

CONGRESSIONAL subcommittee of the House Education and Labor Committee conducted six days of hearings in Philadelphia last week into the tangled 18 months old fight for control of Philadelphia local members of the American Guild of Variety Artists (AFL).

The inquiry according to Rep. Carroll D. Kearns (R-Pa.), chairman of the subcommittee, was started on complaint of Richard J. Jones, who was ousted as executive secretary of Local 6 of AGVA by Matt Shelvey, then national administrator for the parent union. Mr. Jones charged the action was without a fair hearing and in violation of Taft-Hartley law provisions, a dispute currently in local and federal courts.

Reel Appearance

Major radio angle to develop at the hearings was the appearance of Frank Reel, member of the executive board of the Associated Actors and Artists of America (AFL), the administrative body over national AGVA itself.

Mr. Reel, who is on the AAAA by virtue of being AFRA's national assistant executive secretary charged Local 6 had blacklisted many night club operators and actors. When the local was taken over, he said, a number of the blacklisted businesses were removed from the lists.

Arthur Cowan, counsel for AGVA, recommended changes in the Taft-Hartley law that would permit members to complain against parent unions.

ASCAP Reform

(Continued from page 25)

ASCAP in marketing the performing rights of their copyrighted works . . . the fact that ASCAP is a membership association gives it no immunity."

Such strong judicial language would seem to call for a complete overhauling of the ASCAP organizational structure, far more extensive than that which took place seven years ago when the society signed a consent decree following governmental anti-trust action growing out of the broadcasters' rebellion against ASCAP's demands for exorbitant increases in performing right license fees and the consequent withdrawal of ASCAP music from the air on Jan. 1, 1941.

Action Likely

There is little chance, however, that the decision will go unchallenged. The motion picture exhibitors who brought the suit are planning an appeal to renew their claim for damages which Judge Leibell dismissed. ASCAP has retained Robert P. Patterson, former Secretary of War, to handle its interests in this case [BROADCASTING, Aug. 9] and while no decision will be made until his return from vacation in September, it seems probable that ASCAP, too, will appeal.

MEMO to EVELYN JONES—Donahue & Coe:

WCKY's "Daily Hit Parade" 6:15 to 7 PM is #1 and leads all competition, both local and network with an average rating of 8.1*.

*Pulse, May-June 1948.

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY

CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

WMGW

Meadville, Pa.

Dear Advertiser:

As per your request: It gives me great pleasure to republish our confirmed data on the rich Crawford County (Pennsylvania) market.

Regards,
Vic Diehm

1. Local business in Meadville kept pace with a general 12% increase of all leading business areas of the state.
2. 12% increase in factory payrolls.
3. Factory sales values jumped to more than $52,000,000, for a 17% advance.
4. Employment up 27% over 1946 and general payrolls gained 45%.
5. Retail sales show a $2,000,000 gain over 1946.
6. Housing construction is 45 to 50% higher than the previous year.
7. Industrial power sales 10% higher than 1946.

WMGW

Studios and Offices
First Nat'l Bank Bldg.
MEADVILLE, PA.

Religious Threat

(Continued from page 25)

ever, that FCC personnel would be called to testify.

Although no agenda had been announced by the Committee up to last Thursday, the appearance of Edward J. Heffron, former public relations counsel of NAB and now president of the Religious Radio Assn., was considered likely.

Mr. Heffron had earlier expressed to the Commission the concern of the religious association over the "Scott Decision."

Although no public explanation was made for the WHAM renewal, Chairman Coy in a letter to Mr. Heffron pointed out that the Commission had never stated or indicated that atheists or persons with similar views are entitled to radio time. The yardstick would be reasonableness and overall fairness demonstrated by licensees, he said.

There were indications that the Committee might ask FCC for an explanation for its unheralded renewal action in the WHAM case.

Counsel Bow, told newsmen that "a more recent import in this thing is the renewal of the license of WHAM Rochester, N. Y. We requested the file on the case and a few hours after that the regular WHAM renewal was issued."

"Witnesses from the industry and religious leaders will be given the opportunity at the hearings to discuss whether recognition of a deity is a public controversy," he said.

You Can't Complete This Picture Without

KFYO
LUBBOCK
TEXAS

THE KEY STATION
OF THE SOUTH
PLAINS OF TEXAS

Because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station—KFYO—the station with the consistent clear signal.

affiliated with
AMERICAN BROADCASTING CO., Inc.
LONE STAR CHAIN

REPRESENTED BY
TAYLOR-HOWE-SNOWDEN Radio Sales INC.

CROSLEY PROMOTES

Terry to Head Video

Mr. Terry

Mr. Hill

Mr. Partridge

Mr. Zinselmeier

MARSHALL M. TERRY, vice president in charge of promotional activities for WLW Cincinnati, assumes the post of vice president in charge of television activities of Crosley Broadcasting Corp. in a Crosley realignment of executive personnel announced last Monday by R. E. Dunville, vice president and general manager of the company.

Appointment of James B. Hill, who has had several years of advertising agency experience, as sales service manager for WLWT, Crosley's television outlet in Cincinnati, also was announced by Mr. Dunville.

The appointments are effective immediately. In making the announcement Mr. Dunville said the merchandising responsibilities Mr. Terry had as vice president in charge of promotional activities for WLW will pass to Jack M. Zinselmeier. David E. Partridge, WLW sales promotion manager, who previously reported to Mr. Terry, will be responsible directly to the general manager's office.

Administrative duties of Mr. Terry under the new setup will include overall operation of WLWD Dayton, WLWC Columbus and WLWT. Construction plans are underway for both TV and FM stations in Dayton and Columbus, Mr. Dunville said.

Mr. Terry, who has been with WLW since 1944, was named an officer last October. Before joining the station he headed the sales department of the Miller Rubber Co., Akron, and was vice president in charge of sales for Trailmobile Co., Cincinnati.

Mr. Zinselmeier joined the Crosley organization five years ago as a member of the drug merchandising department and became administrative head of its specialty sales division in 1946. He will continue as head of specialty sales in addition to handling his new duties as merchandising chief. Before joining Crosley he was with Procter and Gamble Co. and Standard Oil Co. of New Jersey, serving for 14 years as assistant sales manager of the latter firm.

Mr. Partridge went to WLW in 1942 as assistant promotion manager, after having held a similar post at KMBC Kansas City for two years. He later served in the Navy as a lieutenant (jg), and when he returned to WLW in 1946 was named to the sales promotion post.

Mr. Hill, who will work with agencies and advertisers in developing commercial techniques and presentations for television, knows the agency business from the inside. He has held agency jobs with Lord and Thomas, Chicago; Knox Reeves, Minneapolis, and the Ralph H. Jones Co., Cincinnati, and most recently was director of radio and television for Smith, French and Dorrance in Detroit.

Peron Papers

(Continued from page 26)

ing a solid front in the biggest campaign that was ever launched in Cuba against anyone or anything."

Some contended that the Peron tirades had actually been blessings in disguise.

The one and one-half hour rally of the Federacion de Radioemisores de Cuba (Cuban Assn. of Broadcasters) also drew representatives of the U. of Havana, the Advertisers Assn. of Cuba, the Newspaper Guild, the Assn. of Cuban Newspapers and several well known national figures in Cuba.

Facilities of all 78 Cuban stations were merged into an impromptu network to simultaneously carry rally messages originating from RHC Cadena Azul. The stations pledged themselves to a concerted two week follow-up of editorial broadcasts describing the "anti-democratic and totalitarian" tactics of the Peron government.

Manolo Fernández, president of the Cuban Federation of Broadcasters, during the rally condemned the attacks of the Argentine government on free broadcasters of the Western Hemisphere.

Eduardo Hector Alonso, vice president of the CFB, recited the history of the IABA and recalled objections raised at the founding Mexican conference when Buenos Aires was suggested as the site of the group's first meeting.

Amado Trinidad Velasco, president of RHC Cadena Azul, expressed the hope that the CFB would retain its newly-found spirit of unity. Mr. Mestre, described all proceedings assembly and appealed to Cuban radio and press representatives for maintenance of a united front in the battle with Peron.

Neither the Cuban press nor the Cuban radio can be bought by any government, said Dr. Guillermo Rubiera, who with Dr. Ciria represented the Cuban Newspaper Guild.

José M. Viana, president of the Cuban Advertisers Assn., lauded Mr. Mestre and the Cuban delegation to the Buenos Aires meeting for their militant stand.

Freedom of speech in Argentina is only temporarily abolished and will eventually "surge forward with new strength the day Argentina is freed of Peron's regime," Dr. Herminio Portel Vilá, U. of Havana professor predicted.

Meanwhile in the United States the Senate Interstate and Foreign Commerce committee was expecting a report from Secretary of State Marshall on the interception and publication of private mail to **BROADCASTING**.

Ambassador James Bruce, who returned to Washington from Argentina early this month for the first time since his accreditation last August, is believed to have sought a more definite directive on how to deal with Mr. Peron.

Dr. Jeronimo Remorimo, Argentine Ambassador to U. S., paid a call last Thursday on Undersecretary of State Lovett. The nature of their discussion was not revealed.

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LOTTERY STAND

District 11 Lauds NAB

By JOHN OSBON

INTENT of NAB to file a brief on new lottery developments, following closely upon questioning of FCC's jurisdictional position to rule on repealed Section 316 of the Communications Act, far overshadowed other developments of the District 11 meeting in Minneapolis Aug. 19-20. Anouncement by Don Petty, NAB general counsel, just prior to a Friday lunch session drew enthusiastic response [BROADCASTING, Aug. 23].

Registration for the two-day session, held at the Radisson Hotel, was 107, though far more than that number actually attended the meeting.

Heading opening day activities was the clinic on employer-employe relations, chairman of which was Kenneth Hance, general manager of KSTP St. Paul. In a discussion of station-labor relations, Richard P. Doherty, director, NAB Employe-Employer Relations Dept., warned station operators not to be "intimidated by labor negotiators." He urged careful selection of station personnel and consideration of the duties of jobs applied for, as well as economy of employment where the situation requires.

In a Thursday afternoon address NAB President Justin Miller reviewed activities and services of NAB. Morning sessions included talks by Harold Fair, NAB program director, and discussion of music matters (ASCAP, BMI, SESAC) by NAB associate members.

Editorializing Reviewed

Mr. Petty reviewed editorializing, political broadcasts, controversial issues, libel and slander, state taxation, zoning problems, and trends in federal and state legislation.

Following day Mr. Petty drew applause with announcements "which close this session on a happy note." He told members that that portion of Section 316 of the Communications Act, dealing with lotteries, had been repealed earlier this month, and that power of jurisdiction was incorporated within provisions of the Criminal Code. NAB would file briefs on proposed FCC rules he said, and pointed out FCC would be stripped of ruling power on lotteries unless, perhaps, it chose to weigh consideration of that element when it came time to pass on license applications and renewals. (On Thursday before Mr. Petty's announcement NAB President Justin Miller was quoted in Minneapolis as having opined, in effect, that as long as giveaway shows interest listeners, they will continue to be a part of radio.)

New Mexico Tax Ruling

Mr. Petty also told members he had just received news of a ruling by a New Mexico Tax Court whereby "the court has held it cannot make an allocation for the purpose of taxation (of radio stations) without constituting an undue burden on interstate commerce."

An early Friday session was devoted to a sales clinic. John Meagher, NAB District 11 director, expressed concern over what he termed "exorbitant rates" charged by universities and colleges for football broadcasts (in that area, $200 for commercial, $100 for non-commercial). The U. of Minnesota has refused to permit overall sponsorship of any game and commercial spots must originate at the studios. He said it was a problem which would eventually present itself even in the fields of high school broadcasts of sports events.

One delegate advised members to band together and jointly refuse to carry them at all.

C. T. Hagman, vice president and commercial manager, WLOL Minneapolis, reminded that it was the radio industry which originally "all but got down on its knees to get the rights to such broadcasts."

During the small stations market clinic, chairman of which was Odin S. Ramsland, KDAL Duluth, Minn. Hugh M. P. Higgins, assistant director, NAB Broadcast Advertising Dept., gave members a summary of the department's work, particularly with respect to the All-Radio Presentation. Problems of the smaller stations were aired by Harry Linder, KWLM Willmar, Minn.

Speaker at the Friday luncheon was Ray O. Mithun, president of Campbell-Mithun Inc., Minneapolis. Mr. Mithun traced success of Gold Seal's Glass Wax. "Newspapers have helped radio build big advertisers, and radio is doing a better job," he told the group, in explaining radio's role. "Gold Seal's overnight success is a great testimonial to radio." The evidence, he pointed out, lay in the fact that the firm has some 90 programs on stations throughout the country and is planning to air Arthur Godfrey on 167 CBS stations starting this fall.

Hugh Feltis, BMB president, outlined problems of coverage and measurement in the leadoff afternoon session. BMB gave the endorsements of four persons in its presentation. They were: Aldon Grimes (speaking for Jackson Taylor, vice president and manager), McCann-Erickson, Minneapolis; Dr. A. R. Root, director of research, Knox Reeves Agency; Wells Wilbor, director of research, General Mills Inc., and Charles A. Smith, BBDO.

Batson Reviews TV

Charles A. Batson, NAB director of information, gave his TV reviews. A panel discussion of overall radio "Horizons Unlimited"—TV, AM, FM and FX—was stricken from the agenda for lack of time.

Those registered:

Darragh Aldrich, WCCO Minneapolis; H. G. Alexander, KWAD Wadena, Minn.; Tom Barnes, WDAY Fargo, N. D.; Jack Barton, Capital Transcription, Hollywood; Charles Batson, NAB, Washington; Carl Bloomquist, WDSM Duluth, Minn.; Norman Boggs, WLOL Minneapolis; Loren F. Bridges, KTIS Minneapolis; Orville F. Burda, KDIX Dickinson, N. D.; Charles G. Burke, KFGO Fargo, N. D.; Edward W. Butler, KBUN Bemidji, Minn.; Mrs. E. W. Butler, Bemidji, Minn.; G. W. Chitty, KITV Huron, S. D.; Paul Clark, RCA, Chicago; Howard Dahl, WKBH LaCrosse, Wis.; Harold Dell, KGDE Fergus Falls, Minn.; Richard P. Doherty, NAB, Washington; W. Ward Dorrell, C. E. Hooper Inc., New York; Palmer Dragsten, KDHI Faribault, Minn.; Melvin Drake, WDGY Minneapolis; Bruce Eells, Bruce Eells & Assoc., Hollywood; Robert N. Ekstrum, WTCN Minneapolis; Ray Eppel, KMHK Mitchell, S. D.; Jack Estelle, Andrew Corp., Chicago; Richard Day, Amer. Inst. of Air, Minneapolis; A. A. Fahy, KABR Aberdeen, S. D.; Harold Fair, NAB, Washington; S. Fantle Jr., KELO Sioux Falls, S. D.; Hugh Feltis, BMB, New York; F. E. Fitzsimonds, KFYR Bismarck, N. D.; G. David Gentling, KROC Rochester, Minn.; Jerry Glynn, Sponsor, Chicago; Gus Hagenah, Standard Radio, Chicago; Kolin Hager, SESAC, New York; C. T. Hagman, WLOL St. Paul; Geo. R. Hahn, KSOO Sioux Falls, S. D.; Ray V. Hamilton, Blackburn-Hamilton Co., San Francisco; K. M. Hance, KSTP Minneapolis; Elmer Hanson, KILO Grand Forks, N. D.; Alfred J. Harding, WCCO Minneapolis; Carl Haverlin, BMI, New York; Morton Henkin, KSOO Sioux Falls, S. D.; Earl Henton, WEBC Duluth, Minn.; Hugh M. P. Higgins, NAB, Washington; Carl F. Holt, KWAD Wadena, Minn.; Wendell Husebo, KTRF Thief River Falls, Minn.; Mel Jass, Twin City Television, Minneapolis; J. R. Jewett Jr., KABR Aberdeen. S. D.; Frank W. Endersbe, KWCA Worthington, Minn.; Wm. W. Hyvonen, KNOX Grand Forks, N. D.; Walt Davison, Capitol Transcription, Hollywood; Frank Glaubitz, Magnecord Inc., Chicago; D. L. Dale, Magnecord Inc., Des Moines; James R. King, WREX Duluth, Minn.; Merle S. Jones, WCCO Minneapolis; A. W. Kaney, NBC, Chicago; Clinton W. Knapp, KWOA Worthington, Minn.; Larry LaBrie, KIHO Sioux Falls, S. D.; John Langlois, Lang-Worth, New York; Orville F. Lawson, GNBS, Minneapolis; Dalton Le Masurier, KDAL Duluth, Minn.; Phil Lewis, WCCO Minneapolis; Harry Linder, KWLM Willmar, Minn.; Maury Long, BROADCASTING Magazine, Washington; Jack Lucas WCCO Minneapolis; E. J. McKeller, KVOX Moorhead, Minn.; Esther Marie, KWAD Wadena, Minn.; M. M. Marget, KVOX Moorhead, Minn.; A. L. Marlin, BMI, New York; Warren Marshall, KDIX Dickinson, N. D.; John F. Meagher, KYSM Mankato, Minn.; Lew Martin, WDSM Duluth, Minn.; Ralph Maxwell, KNOX Grand Forks, N. D.; Sig Mickelson, WCCO Minneapolis; Judge Justin Miller, NAB, Washington; Tony Moe, WCCO Minneapolis; Robert A. Mullen, KEYD Minneapolis; Herb Nelson, Fairmont, Minn.; Evans Nord, KELO Sioux Falls, S. D.; Larry Nuss, WDGY Minneapolis: Tom O'Brien, KLIZ Brainerd, Minn.: R. Harland Ohde, KMHK Mitchell, S. D.; R. W. Olson, KWOA Worthington, Minn.; Bob Owens, WDGY Minneapolis; Arnold F. Petrick, KILO Grand Forks, N. D.; Don Petty, NAB, Washington; Walter G. Pree, Graybar Elec., Minneapolis; Odin S. Ramsland, KDAL Duluth, Minn.; Bill Reilly, NBC Radio Recording, Chicago; R. B. Ridder, WTCN Minneapolis; Miller C. Robertson, KSTP St. Paul; Fred Schilplin, KFAM St. Cloud, Minn.; Frederick C. Schilplin, KFAM St. Cloud, Minn.; Leo J. Seifert, Fairmont, Minn.; Bill Shepherd, WCCO Minneapolis; E. A. Spear, KDIX Dickinson, N. D.; Wallace F. Stone, Assoc. Press, Minneapolis; Jim Sweet, KIHO Sioux Falls, S. D.; Warner C. Tideman, KATB Albert Lea, Minn.; Robert R. Tincher, WNAX Yankton, S. D.; F. Van Konynenburg, WTCN Minneapolis; William L. Wallace, Frederic W. Ziv Radio Prod., Cincinnati; M. H. White, KWNO Winona, Minn.; L. L. Whiting, KEVD Minneapolis; Gene Wilkey, WCCO Minneapolis; E. W. Ziebarth, WCCO Minneapolis.

DELEGATE GROUPS at NAB District 11 meeting in Minneapolis included: Left photo—eated, I to r, C. T. Hagman, WTCN Minneapolis; President Justin Miller, NAB; John eagher, KYSM Mankato, Minn., District 11 Director; Norman Boggs, WLOL Minnepolis. Standing, F. Van Konynenburg, WTCN; Frank Devaney, WMIN St. Paul; enneth M. Hance, KSTP St. Paul; Mel Drake, WDGY Minneapolis; Merle Jones WCCO inneapolis; Stanley Hubbard, KSTP.

Middle photo, front row, I to r: A. A. (Tony) Fahy and H. C. Jewett Jr., KABR berdeen, S. D.; Manny Marget, KVOX Moorhead, Minn. Second row, Howard Dahl, WKBH LaCrosse, Wis.; H. G. Alexander, KWAD Wadena, Minn.; Mort Henkin, KSOO Sioux Falls, S. D.; Orville Burda, KDIX Dickinson, N. D.

Right—Seated, I to r: Robert Tincher, WNAX Yankton, S. D.; Sam Fantle Jr., KELO Sioux Falls, S. D.; Hugh Feltis, BMB; F. E. Fitzsimonds, KFYR Bismarck, N. D.; David Gentling, KROC Rochester, Minn. Standing, Dalton LeMasurier and Odin Ramsland, KDAL Duluth; Charles Burke, KFGO Fargo, N. D.; Robert Ridder, Ridder Stations (WDSM, KILO, WEVE, KSDN); Lew Martin and Carl Bloomquist, WDSM Superior, Wis.

Radio's Cold War

(Continued from page 26)

"priorities" scheme are India, France and Portugal.

Russia proposes that 80% to 85% of shortwave facilities be allocated to domestic broadcasting, with the rest assigned for colonial and "friendly international exchange."

Were that idea adopted, the "Voice of America" might be reduced to a whisper, with Russia continuing its jamming activities in an effort to keep the U. S. message from being heard throughout the world.

Furthermore, Russia is reputed to be privately trying to advance an idea informally advanced at Atlantic City by France—namely, that commercial broadcasting should be given last priority. The United Kingdom, another country with state-operated radio, though generally friendly with this country went on record at the Geneva conferences on behalf of low priority for commercial broadcasting.

With four nations supporting the "priorities" principle of shortwave allocations, the United States and Great Britain advocate the entirely different formula of planned use.

Basis of Technique

This method is based on the theory that any allocation must recognize propagation traits of the frequencies along with ability of each country to use the frequencies it asks, amount of broadcasting now done and experience of the country in the broadcasting field.

As these two principles are kicked around the Mexico City conference, each nation will be fighting its own political battles. The "priorities" plan would give nations with slight actual need for facilities a chance to jockey themselves into juicy allocations entirely out of line with their requirements.

Any upsetting of the shortwaves will be reflected in the standard broadcast band, especially the 540 kc channel, because this channel is used for governmental services for which space must be found elsewhere.

The 540 kc channel was set up at Atlantic City for allocation to the standard broadcast band. If governmental services can be taken care of, the Provisional Frequency Board will allocate 540 kc to North America for standard broadcasting.

Mexico has already filed its intention of putting a 150 kw station on 540 kc, to which this government has objected.

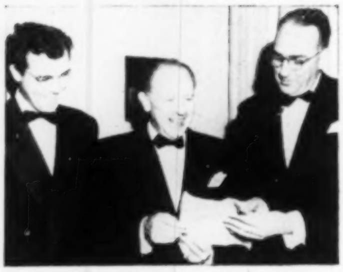
If the Mexico City High-Frequency Conference fails, then the whole orderly plan of allocation breaks down. Next step would be to hold another conference to satisfy the needs of all nations. This would wash out the Atlantic City conference and the Cairo agreement of 1938 would still be in effect. The Cairo treaty did not allocate 540 kc.

Inability to satisfy the needs of the nations would lead to encroachment on fixed, mobile, aviation and all other types of frequencies, with chaotic results.

The Provisional Frequency Board, with ex-FCC Commissioner Ray C. Wakefield as chairman, takes the frequency requests of all nations, except high-frequency broadcast needs, and tries to satisfy their requests.

Main hope of the United States in attending the Mexican meetings is to obtain sufficient channels to do the "Voice of America" job and to resist the "priorities" theory.

What will happen should Russian delegates go into their familiar harangues and insults is another question. If that happens, and if they turn the conference into a political sounding board, the conference could end in a few days or a fortnight—in failure.



HELPING TO celebrate the tie-up between Don Lee television station KTSL Los Angeles and "Los Angeles Examiner" recently are (l to r) Robert E. Dwyer, manager of Wade Adv., Los Angeles; Lewis Allen Weiss, MBS chairman and vice president and general manager of KTSL; and Raymond R. Morgan, head of agency bearing his name. Hour-long television show and champagne supper at new Don Lee studios, Hollywood, marked the occasion.

NAB BY-LAWS

Amendment Proposals To Go to Board

SEVERAL proposals to amend the NAB By-Laws are slated for submission to the association's board for referendum action, possibly within a month. The amendments are designed to clear up some problems met by the association as a result of extensive rewriting of the By-Laws a year ago.

Proposed text of amendments is being considered by members of the board's By-Laws Committee following a meeting held Aug. 19 at Virginia Beach, Va. Should committee members approve the wording, the amendments will be mailed to the directors.

First change would be to give nominees for NAB directorships the right to withdraw their names prior to balloting at an election. They also would have the right to make a choice in case they are nominated for more than one vacancy on the board. Need for this refinement of the By-Laws was pointed out last March at a meeting of District 14 (Mountain States). Nominees will be deemed to have accepted nomination if they do not notify NAB of their rejection within five days.

Another refinement takes care of certification procedure. Under this proposal, a member station can certify an officer eligible for election to the board entirely separate from certification of the officer eligible to vote at association meetings or during a referendum.

Third proposal would give directors the option of deciding, following nomination procedure, whether to hold elections by mail ballot or at district meetings.

The By-Laws group took up a number of tentative proposals without acting. These included possible classification of TV member stations.

Attending the Virginia Beach meeting, held at the Cavalier Hotel, were G. Richard Shafto, WIS Columbia, S. C., chairman; Campbell Arnoux, WTAR Norfolk; Michael R. Hanna, WHCU Ithaca; C. E. Arney Jr., NAB secretary-treasurer.

Thackrey

(Continued from page 22)

conditions and that this requirement has been met.

The petition takes issue with the statement in the Commission's letter that "it is established Commission practice" to require separation of the consideration and cites numerous instances of all types of transfers where separation has not been required. Stating that there is no published decision or precedent of the Commission in opposition to these transfer cases, the petitioners relied on them in negotiating and executing their contract.

Case Leaves WINK Post To Open Raleigh School

GEORGE T. CASE has announced his resignation as manager of WINK Ft. Myers, Fla., to open a radio school, The Broadcasting & Television Institute, in Raleigh, N. C. He also plans to revive the George T. Case Radio Productions firm and to open a consultation service for small stations, covering management, programming, operations and economics.

Mr. Case is a veteran of 20 years in radio, having served as assistant manager of WRAL Raleigh; program director of WING Dayton, WTMV East St. Louis, Ill., KABC San Antonio, WDNC Durham, and WCFL Chicago; assistant program director of CBS Chicago, and producer-writer-announcer at WCPO, WCKY Cincinnati, WIS Columbia, S. C., and WGN Chicago.

Puerto Rico

(Continued from page 26)

WIPR, the new government station, would be commercial and in competition for local and national advertising, many ready hands were standing by to hoist the storm flag. Tomas Muniz, president of the Puerto Rico Broadcasters Assn., summed up the views of the group. Every commercial station, Mr. Muniz explained, is apprehensive over "the unfair and unjust competition" which is afforded by WIPR's status.

Jose Ramon Quinones, WAPA owner and NAB member, identified government commercial operation as "an extremely dangerous precedent and a threat to private enterprise."

Don Petty, NAB general counsel, reportedly has been authorized to represent the Puerto Rico broadcasters before the House Committee.

A. D. Willard Jr., NAB executive vice president, told BROADCASTING last Thursday that "NAB is deeply concerned over the possible precedent set by granting a commercial radio license to a communications authority in an insular possession.

"NAB intends to study every facet of political and competitive implications inherent in such a grant. After thorough investigation, if the facts justify such action NAB will place the matter before the FCC and any other government body having proper jurisdiction in the field."

First Steps

First steps toward commerci operations by WIPR appear to b its bid for the island's commer cially-sponsored baseball games and its recruitment of top Puert Rican musicians for two statio symphony orchestras.

Officials of the Authority con tend, however, that the Puert Rico Symphony orchestra and th Symponietta Orchestra are at th disposal of all broadcasters of th Island "at the usual rates."

The Puerto Rican Communica tions Authority, according to re ords, was established in 1942 "develop and improve, operate an manage any and all types of com munications facilities and servic into and from the island of Puer Rico and to make available t benefits thereof in the wide economical manner."

Denying that the grant mig lead to military control, R. Delg do Marquez, general manager the Authority, maintains that t station is "as free of military do ination as Station WNYC or t various university stations arou the country" [OPEN MIKE, Au 23].

The position of WIPR has bee "Our permit was granted ma months ago. Our plans are a ma ter of public record. If the oth broadcasters, or the publishers trade publications, were in a mo to protest, they should have do so two years ago when our app cation was filed."

WINNING TICKET!
Students of Radio Winners In Senate Races

RADIO is credited with playing a major role in the sweeping victories claimed by two candidates in the nation's most spectacular races for nominations to the U. S. Senate.

Rep. Estes Kefauver (D-Tenn.), who crumpled the mighty Crump machine and won the Senate nomination in Tennessee, and Margaret Chase Smith (R-Me.), who will probably become the nation's second woman Senator following her nomination in traditionally Republican Maine, have both studied at the National Academy of Broadcasting in Washington, according to Alice Keith, school president.

Congressman Kefauver has been broadcasting, in an intimate conversational style, to his constituents for ten years, bringing them an account of what has transpired in the Nation's Capital. "I certainly am glad I studied radio," Rep. Kefauver reportedly exclaimed.

Both nominees, Miss Keith believes, can attribute their victories to their broadcasting techniques and their consistent use of radio throughout the past years.

"If other Congressmen took the trouble to learn broadcasting technique, they would be surprised to find out how valuable it would be to them," Miss Keith declared.

TV Equipment Ordered

ORDER for $190,000 worth of television equipment has been placed by the Brush-Moore Newspapers Inc., WHBC and WHBC-FM Canton, Ohio, with RCA, according to an announcement by the stations. Brush-Moore's application has been on file with the FCC for eight months, according to the announcement, and the company is now making preparations to go ahead with installation once the Commission makes a definite decision as to which metropolitan channel will be assigned to Canton and acts favorably on the application.

Programs

MERCHANTS throughout Greater Miami, Hollywood, Dania and Fort Lauderdale, Fla., have been invited to join WINZ Miami Beach, in presenting new series, "Buyers' Golden Opportunity Hour," twice daily. Series is to start Sept. 1 and continue two months. During this period, merchants are urged to reduce prices thereby enabling citizens to make purchases prior to influx of tourists for busy winter months. Merchants will appear on air in person and there will be music and other entertainment. Jonas Weiland, president of the station, states that many merchants have agreed to cooperate and, "We ourselves are reducing rates for the advertisers in order to stimulate this trend in cutting living costs."

No Superstitions

IN EFFORT to de-bunk superstitions about "Friday the 13th," WAGF Dothan, Ala., broadcast special street show on that fateful date this month. Announcers Lamar Trammell, Art Creamer and Jimmy Acree defied several standard curses such as walking under ladder, lighting three cigarettes on one match and breaking mirror, all of which was described for listeners.

Farm Rebirth Televised

REBIRTH of 175-acre Frederick County, Md., farm, with 500 farmers doing eight years' work in single day, has been made into documentary film by WMAR-TV Baltimore. News cameramen from station began with first workers to record metamorphosis in which fields were contour plowed, slopes were terraced and farm home beautified. Prior to rejuvenation of farm, WMAR-TV had filmed its despoiled condition. Thus, in documentary presentation, station will contrast "before" and "after."

Pre-Season Grid Show

PRE-SEASON football series involving facilities of six major Southern stations is being prepared at WSM Nashville. Broadcasts are to be transcribed on campuses of Ole Miss, Georgia, LSU, Auburn, Vanderbilt, Kentucky, Florida, Alabama, Mississippi State, Tennessee, Tulane and Georgia Tech and will be packaged as 15-minute 13-week series and offered for individual sponsorship in each town involved. Stations cooperating are WMC Memphis, WWL New Orleans, WSB Atlanta, WHAS Louisville, WAPI Birmingham, and WSM. Title of show is "Pigskin Preview."

Covers Regatta

ON-THE-SPOT description of Syracuse Centennial Regatta and Rendezvous, held on Onondaga Lake near Syracuse, N. Y., Aug. 21, was broadcast by WNDR Syracuse by means of mobile unit. Shortwave rig was installed in 26-foot boat supplied by Bailey Marine Div. of Illingworth-Bailey Co., and fed to downtown studios for rebroadcast. Two staff men, Kal Ross and Jim Gordon, handled mike work in the boat. Three-hour program included sail races, outboard motor competition, cruiser races and demonstration of five P-T boats.

'Spook' Show

REACTIONS to a midnight "spook" show were recorded and aired recently by WMID Atlantic City, N. J., when Dr. Silkini Chamber of Horrors show appeared at local theatre. Before spectators arrived, station set up a tape recorder in out of the way spot in theatre and seated two announcers in audience with microphones concealed on their persons. Program Director Alan Owen, also with hidden mike, stood on sidelines to introduce show to listening audience. Recording reached its peak when a "Frankenstein" looking character stepped off stage into audience and lights were extinguished. Announcers opened mikes and picked up remarks of audience, punctuated with screams of all pitches. Recordings were aired following day and caused considerable listener comment, station reports.

'The Sports Buzzer'

MAKING play on station's call letters, WBUZ (FM) Bradbury Heights, Md., has started new program titled "The Sports Buzzer," daily from 1 to 6 p.m. Program consists of sports, music and news, with emphasis placed on bringing sports results to listeners as they happen. Bill Goff handles show with assistance of Bob Peach and Roger McEwan.

Housing Round Table

TO AID listeners in understanding housing problem in area, roundtable discussion on future home possibilities in Tuscon was conducted recently by KCNA Tuscon. KCNA's Fred Snyder acted as moderator interviewing Roy Drachman, Tuscon realtor; Albert S. Oshrin, Tuscon builder and president of Home Building Assn. of Tuscon, and Bill Naumann, construction superintendent for M. M. Sundt Construction Co., Tuscon.

Comics on TV

"UNCLE" Walt Newton, who has two children, began entertaining Chicago-area youngsters yesterday (Sunday) by reading the "Chicago Tribune" comics on the newspaper's video station, WGN-TV. Television cameras follow panels in comics, accompanied by Mr. Newton's reading. Sound effects man provides frequent "zowies," "arfs," and "zzzzzzz." Pauline Bobrov is director.

'Downtown Today'

EVERYDAY actions of people in Baltimore are being recorded by reporter and cameraman for presentation on "Downtown Today," regular part of "Sunpapers Television News" presented on WMAR-TV Baltimore. Designed to be two minutes in length, this chapter of film news will accentuate ordinary and make news of commonplace. Such actions as a man selling apples on the corner, men digging a hole in the street or a rigger climbing a ladder to put up a sign will be included.

'Wisconsin at Work'

BEHIND-THE-SCENES jobs are described in "Wisconsin at Work," video series which is seen weekly on WTMJ-TV Milwaukee. In film format, show backgrounds such industries as metallurgy, welding and leather working. It is a public service Wisconsin Centennial year feature.

Birthday Chicken

INSTEAD of the usual birthday cake, Bob Sievers, announcer on WOWO Fort Wayne's "Modern Home Forum" program, received fully dressed chicken from a client, Miller's Poultry. Chicken came decorated with lighted candles, and on a silver platter. It was presented to Mr. Sievers by Jane Weston when she finished the commercial for Miller's.

Fashion Parade

CONTRAST between French and American styles is being presented in new program on WPTZ (TV) Philadelphia. Called "Paris Cavalcade of Fashion," program is sponsored by J. Lichterman, furrier. Following film version of Paris modes, live models parade the latest American adaptations of French styles.

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RCA Victor DJ-548
ROY Rogers
Betsy
AND
DAVE Denney
There's Two Sides to Ev'ry Story
RCA Victor DJ-549
RCA VICTOR
RECORDS

J. MACKENZIE WARD, former account executive in MBS Midwestern sales division, has been named Midwest sales manager. Before joining MBS last April he was with Adam S. Young Jr. Inc., station representative, and previously was sales executive with CBS.

FRED BERNSTEIN, former general manager of WFAK Charleston, S. C., has been appointed general manager of Philadelphia office of Forjoe & Co., national radio representative.

DONALD COOKE Inc., New York, has been appointed to represent WUSN Charleston, S. C.

TOMMY HILL, former salesman at KLIF Dallas, Tex., has joined commercial department at KWBC Fort Worth.

CHARLES SEITMAN, formerly with sales staff of WHN New York, has been appointed account executive at WVNJ Newark, N. J., new 5-kw station to go on the air in September on 620 kc. Also named account executive is **GEORGE FIELD**, former assistant station relations manager for World Transcriptions.

ALVIN EICOFF, vice president and account executive in New York office of Friedenberg Agency, has been named vice president in charge of the Chicago branch.

ROBERT F. TAIT, traffic manager of program division of All-Canada Radio Facilities Ltd., Toronto, for past two years, has been appointed Eastern sales representative, with headquarters at Montreal. He is succeeded by **DOUGLAS A. GROUT**, who has been with Calgary office of the company since 1940.

Commercial

ARDEN E. SWISHER, formerly with sales department of KRNT Des Moines, has been appointed sales manager of WOL Washington. He succeeds **WILLIAM D. MURDOCK**, resigned. Mr. Swisher previously was with WNAX Sioux City-Yankton, as promotion - merchandising manager.

Mr. Swisher

GEORGE P. HOLLINGBERY Co., has been appointed representative for WLVA and WLVA-FM Lynchburg, Va., effective Sept. 1.

GERTRUDE RICHARDS has been appointed assistant to **FRANK A. WELLMAN**, sales manager of WTTM Trenton. **JAMES P. O'BRIEN**, former assistant, has transferred to sales staff.

ROBERT Q. TIEDJE, former television correspondent for Dept. of Information at NBC New York, has joined sales staff of WINR Binghamton, N. Y.

CHET MITTENDORF, account executive of KFWB Hollywood, has been granted a year's leave of absence to take over as business manager of ABC "Breakfast In Hollywood."

ANGUS D. MACKINTOSH, former account executive for WABD New York, has joined ABC as account executive in television sales.

MELCHOR GUZMAN Co., New York, has been appointed U. S. and Canadian representative for YSHQ, Radio Popular de El Salvador, San Miguel, San Salvador.

WILLIAM J. REILLY, with Weed & Co. for 11 years, has been named manager of Chicago office of Adam J. Young Jr. Inc.

HEADLEY-REED Co., Los Angeles, has moved to new offices at 1680 N. Vine, Hollywood. Telephone: Hillside 7738. **HAROLD LINDLEY** heads office.

JACK CORCORAN, formerly with "Portland (Ore.) Journal" circulation sales staff, and **GERALD HARTSHORN**, formerly with sales promotion department of Philips Petroleum, Des Moines, have joined commercial department of KPOJ Portland.

FRANK BAHOUTH, commercial manager of WNDR Syracuse, is the father of a boy, Mark Francis.

GUSTAVE K. BRANDBORG, commercial manager of KVOO Tulsa, has been appointed lecturer at U. of Tulsa. He will teach a course in radio advertising and selling.

Wide Use of Radio Kits In 'VD' Campaign Urged

WIDE use of the radio kits prepared in connection with a nationwide drive against venereal disease by the Columbia U. Radio Program Bureau was urged by the university's president, Gen. Dwight D. Eisenhower.

Gen. Eisenhower has called upon the entire industry to "assist in a critical job of education" by supporting the drive and using the kits, which required a year in preparation. The bureau worked jointly with the U. S. Public Health Service, which launches the drive next month.

Frank Papp, NBC producer-director, directed the 14 transcribed programs which feature Raymond Massey, Eddie Albert, Margo, Robert St. John and others.

Dyer Home Looted

HOME of Gene T. Dyer Sr., owner of WAIT and former owner of WGES and WSBC, all Chicago, was looted Aug. 20 of $20,000 in cash, jewelry and other items by five gunmen who held up and bound Mr. Dyer, his wife, Evelyn, and E. J. Bulwinkle, an executive of Skycrest Country Club near suburban Mundelein, where the Dyer house is located. Items taken include a $10,000 four-carat diamond ring, two $1,200 watches, movie camera, shotgun, rifle and $175 in cash.

STATIONS TO SALUT U.S. AIR FORCE SEPT. 1

STATIONS throughout the cou try will salute the U. S. Air For on Air Force Day, Sept. 18, wit a series of special programs. Th Air Force Radio Section has se out a series of three transcribe programs of an institutional na ture to 1,067 stations.

Programs include one half-hou documentary and two 15-minut dramatic shows. The documentar features tape-recorded pick-up from Air Force installations in th U. S., Japan, Germany, Bermuda Alaska, Hawaii and Saudi Arabia Capt. Max Marvin, Air Force re porter, who has flown all over th world to report the peacetime jo of the U. S. Air Force, conducte the interviews for the documentar Dramatizations on the 15-minut shows include the story of the Ai Force chaplains, and a personal re port on a photographic mission the Bikini atom bomb tests.

The three shows were produce by Capt. Bob Keim, written b Capt. Mark Meranda, and an nounced by Lieut. Cass Bielsk Last year 83% of the stations re ceiving similar Air Force Da transcriptions put them on the ai It is expected a higher percenta will use them this year, becau of increased emphasis on a stro air arm.

The four major networks a also planning to present speci programs honoring the Air For Final plans have not been a nounced as yet.

World-Ziv Deal Reactio Favorable, Sinn Repor

FAVORABLE reaction to pu chase of World Broadcasting Sy tem by Frederic W. Ziv C [BROADCASTING, Aug. 9] is report among WBS station clients b John L. Sinn, executive vice pre dent of Ziv. More than 20 ne stations already have been add by World under new ownership.

Walter Seifert, with World b fore Ziv Co. bought it, has be rehired in executive capacity direct operations at 630 Ninth Av New York, where several WBS partments will function. A. Kendrick, former general mana of World, stays on with Decca charge of wired music, instead becoming associated with Ziv.

DAVIS CUP Match finals, to be pla Labor Day weekend, Sept. 4-6, will televised on NBC video network e afternoon from 2 to 5:30 p.m.

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BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

General manager with selling experience to manage 1000 watt station in growing southeastern city. Give all details experience, references, expected earnings first letter. Reply Box 476, BROADCASTING.

Salesmen

Transcription salesmen—All sections. Popular line of jingles, shows. Top commissions. Give territory and other representations. Box 318, BROADCASTING.

Salesman capable producing. Submit full sales history. KFRO Longview, Texas.

Salesman with announcing experience for Mutual affiliate, salary plus commission, send necessary information, photo, in first letter, KOWB, Laramie, Wyoming.

Salesman—to complete expanding sales department, not a replacement. The man we seek should possess demonstrated radio advertising sales ability and own an automobile. The right man will find pleasant working conditions and satisfactory remuneration in a new progressive station outranking all competition in its areas. Contact J. Gordon Keyworth, General Manager, WMNB, North Adams, Massachusetts.

Experienced time salesman interested in permanent position with established ABC fulltime 250 watter in eastern market. Salary to match ability. Box 488, BROADCASTING.

WANTED

SALES ENGINEERS

A progressive leading manufacturer of broadcast transmitting equipment is continually expanding its operations. Two additional openings will be available for men who are aggressive sales-minded individuals. A thorough knowledge of technical broadcasting and broadcasting as a business, and an understanding of various broadcasting station equipment and broadcasting station layouts are necessary. A good personality and a desire to work hard and receive good income are important considerations. In your reply state age, education, complete employment record, marital status, earnings record and section of the country in which you would prefer working. These are permanent positions for the men who qualify and produce. Reply to

BOX 536, BROADCASTING

Help Wanted (Cont'd)

Have opening for sales and promotion man. Small progressive station in West Virginia. Good salary, splendid opportunity for ambitious and energetic person. Apartment available. Prefer one who wants something permanent and an opportunity to advance. Write Box 539, BROADCASTING.

Salesman needed by major market, metropolitan daytime, independent, opening October first. Rich market offers unlimited income for aggressive man plus opportunity for managerial position, commission and brewing account. Contact Sales Manager, WLOU, Post Office Box 1386, Louisville, Kentucky.

Salesman, experienced, energetic, congenial for established independent. Salary commission. Greeley N. Hilton, WBUY, Box 136, Lexington, N. C.

Salesmen: Calling on stations, etc. Nonconflicting sideline. Good commission. Box 516, BROADCASTING.

Announcers

Announcer-control board operator willing and able to work on GI Bill of Rights. Somebody with initiative who is willing to work in exchange for varied experience in all types of announcing. Box 411, BROADCASTING.

Need versatile girl for combination job to do woman's show announcing, switchboard-receptionist, assistant copy, record-trx filing. Also straight continuity girl. Also steno-secretary with copywriting experience. Also announcer who will and can write continuity as part of job. Deep south station. Box 428, BROADCASTING.

Wanted-Announcer, single, with ability to learn what he doesn't know. Some writing. Open Sept. 20. Disc and details to Box 429, BROADCASTING.

Texas station desires competent man. Give full details. Box 438, BROADCASTING.

Announcer-engineer, must be experienced, for powerful FM operation in beautiful California mountain location. Excellent working conditions, modern housing available. Opportunity for ambitious, all-round man with first class ticket. Give full details. Box 492, BROADCASTING.

Two announcers wanted new station. Write Jack Cecil, KCHE, El Reno, Okla.

Operator-announcer wanted—Combination man, **with first class license—accent on announcing. Start at $60.00 for 40 hour week. Must be experienced.** Don't apply **unless you're looking for a permanent job. Send references and full details including audition disc, via Air Mail to KMVI**, Wailuku, Maui, Hawaii.

Enlarging staff. Need good combination announcer-operator, with first ticket. Need experienced and steady man who wants to settle in a good community and progress. Have apartment available. Will consider chief engineer who can announce. Start $60.00. Write Box 540, BROADCASTING.

Announcer with excellent background in classical and semi-classical music, experienced in writing musical continuity. Opportunity to become future music director of new 20,000 watt FM station in Washington, D. C. State experience and salary requirements. Box 543, BROADCASTING.

Announcer-operator with first class ticket needed by major market metropolitan daytime independent opening October first. $60.00 for 40 hour week to start. Must be excellent, versatile announcer. Contact Program Director, WLOU, P. O. Box 1386, Louisville, Kentucky.

Wanted: Two experienced announcers. Must be able to work early morning shows. New FM station on air Sept. 1. Apply WHNC, Henderson, N. C.

Sportscaster, $75 to start. State what sports you have done. Novices don't apply. Midwest city over 100,000. Box 549, BROADCASTING. Your reply will be held confidential.

Technical

Wanted—Combination engineer-announcer with first class ticket. Extensive experience unnecessary. Greatest prerequisite is announcing ability. Married man, 25 to 30 years old preferred. Real opportunity for stable man. Ideal working conditions. Kermit Ashby, Manager, KPET, Lamesa, Texas.

Southern 5000 watt AM and 10,000 watt FM desires services of two experienced studio and transmitter men. Excellent salary and working conditions. Box 534, BROADCASTING.

Chief engineer for 250 watt AM 1 kw FM. APP filed for 1 kw AM, 3 towers so phasing knowledge required. Location progressive Louisiana city. Give reference last employer and present employment, age, family, salary. Box 514, BROADCASTING.

Network affiliate small Georgia town needs chief engineer capable some announcing. Combination transmitter-studios near schools. Apartment available next door. Permanent employment with future. Box 494, BROADCASTING.

Wanted: two announcer-engineers for 250 watt station to go on the air about October 1st. North Plains Broadcasting Co., Perryton, Texas.

Chief engineer for 1 kw station in South Carolina. Excellent opportunity. Previous operating experience necessary. $60.00 week. Send details training, experience and small photo to Box 546, BROADCASTING.

Wanted—Engineer with first class phone license. Good working conditions, guaranteed salary $44.50 per week for 43 hours. Send references and snapshot with application. We want permanent man. Box 548, BROADCASTING.

Production-Programming, others

Newspaper affiliated independent station located in middle south has opening for experienced copywriter. Submit photograph, samples and expected starting salary. Reply to Box 431, BROADCASTING.

Wanted: Experienced copywriter-announcer by western 5000 watt CBS affiliate. Box 440 BROADCASTING.

News Opportunity

Highly experienced news editor-voice wanted to supervise preparation and deliver sponsored newscasts on 50 kw middlewest station. Five figure salary to experienced newsman with good delivery.

Box 426 Broadcasting

Resourceful writer-announcer to be program director and assistant manager new daytime independent. Write Box 784, Hickory, N. C.

Wanted: two announcers-engineers for phasis one, sports announcer. Other capable chief engineer. WSSO (Mississippi State College), Starkville, Mississippi.

Young married couple, travel, write dramatized programs. Robert Kilb, WKRT, Cortland, N. Y.

Copywriter for midwest 250 watt station, General continuity with emphasis on commercials. Send references, copy samples background and salary requirements to Box 522, BROADCASTING.

Situations Wanted

Managerial

Sales promotion manager 50,000 watt CBS station, age 31, ten years in radio, seeking new connection. Accept permanent position only. Box 487, BROADCASTING.

SUGGESTIONS REQUESTED

Man with unusual qualifications desires new opportunity. During 20-year career has been musician, announcer, newscaster, program director, salesman, plus 9 years manager 5 kw network station. FCC procedure and new construction experience. Amateur movie hobby. College graduate. Good income expected. Available short notice. BOX 452, BROADCASTING.

Situations Wanted (Cont'd)

Manager-salesmanager: Employed, seeking advancement. Box 517, BROADCASTING, 6000 Sunset Blvd., Hollywood 28, Calif.

Experienced manager—Can handle complete station including construction and maintenance of directional antennas. Have proven managers record and first class license. Box 521, BROADCASTING.

Broadcast man, fifteen years successful experience as salesman, commercial manager network and independent stations. Presently manager small station in large market. Here eight years, desire change for personal reasons. Not interested in titles, go anywhere on a good commission proposition. Specially fitted by experience to establish small station in competitive market. Box 5 BBROADCASTING.

Program director—chief announcer of 1 kw independent desires permanent position. 1½ years in present position, college graduate; 21; married. Available immediately. Bob White, Box 11, Tenaha, Texas.

Network sales and affiliate sales managership experience! Qualified, young married veteran; personable, proven sales ability, college degree, desires managership small station or sales managership medium-size station with salary plus bonus or commission arrangement. Highest references. Résumé on request. Box 526, BROADCASTING.

What good station can use services of a real manager, who knows salesmanship, chief announcing and continuity from every angle? Sober, reliable and can handle personnel intelligently. Address Box 530, BROADCASTING.

Administrative sales or managerial position at salary commensurate with present income. Experience includes AM, FM, ET's, network and local operations. Will consider any worthwhile AM, FM, TV station, network or agency proposition. Details at Box 469, BROADCASTING.

Salesmen

Salesman: Well-grounded radio man with 6 years experience as chief announcer and production director wants lucrative permanent opportunity in sales. Box 491, BROADCASTING.

Wharton School graduate, University of Pennsylvania. Former Navy Supply Corps officer. Presently employed by 1000 watt station. Single, conscientious, know people. Desires position where sales ability and industry will pay dividends. Box 541, BROADCASTING.

Salesman or commercial manager, twenty years successful experience, network and independent stations, wants commission job with Florida station. Box 524, BROADCASTING.

Wanted-me-by-whom?—You? Yes, if you're interested in a good experienced air salesman and writer with a background of sports, music, MC work and live talent shows, contact Wayne Ma 211 S. Tilden, Grand Island, Nebraska. Excellent references by past and present employer. Pay commensurate with ability and job. Better hurry. Box 523, BROADCASTING.

Announcers

Announcer - program director. New play-by-play all sports, MC, dialects 6 years of local and network experience top references. Reliable veteran seeking permanent position. Write Box 369, BROADCASTING.

Experienced, play-by-play sportscaster 26, doubles in staff work, news, interviews, remotes, platters. Jim Russo, 51 Grace St., Chicago 41.

Announcer desires position with progressive station. West preferred. Presently employed. Disc, etc. available Box 493, BROADCASTING.

Experienced announcer-writer. Will travel. Box 497, BROADCASTING.

Topnotch, thoroughly experienced sportscaster soon to be available. Interested in station offering football, basketball, and class AA or higher baseball. 26 and married so I want a permanent spot. Box 499, BROADCASTING.

Conscientious announcer offering more than the average. Unmarried, university graduate. Over four years with production department leading New York station. Staff announcer with network affiliate. Intelligent rendition of news. Comprehensive background in music. Trained in sports broadcasting. Excellent references. Will travel for live audition. Box 329, BROADCASTING.

Situations Wanted (Cont'd)

men's programs announcer (includ-
record programs), continuity writ-
time salesperson. Excellent back-
und of education and experience;
ter in retail and personnel fields,
vious to radio training. Extensive
vel by plane and train, some boat
vel. Permanent fulltime position de-
d. Preferred localities: Florida, Cali-
nia, middlewest, especially Wiscon-
Michigan, Illinois. Available im-
diately. Box 501, BROADCASTING.
N. Michigan, Chicago.

nouncer, 19, trained ability. Wants
t on small station, anywhere. Box
BROADCASTING.

nouncer-newscaster, single, vet, 23.
o years college, journalism major.
duate School of Radio Technique,
dio City, New York. Strong on news
h journalism experience. Eager for
rt. Prefer east or south, but will
sider all offers. Box 505, BROAD-
STING.

SPORTS ANNOUNCER

Here is a sports announcer, 32, single ex-GI with 9 years of good solid radio, thousands of air hours in broadcasting play-by-play HOCKEY, baseball (ticker and live), football, basketball and the minor sports. PLUS know-how in special events, audience participation shows AND promotion and public relations. Nine years in the same city, now employed and doing all right. If you can offer a setup with a real future to include television and real earnings, then for transcriptions, references, photo and information write Box 532, BROADCASTING.

wscaster, 24, vet, experienced, sober.
rk controls. Prefer northern Illinois.
507, BROADCASTING.

perienced newscaster-disc jockey, now
h 50,000 kw CBS-owned station, east
st, seeks progressive station where
satility and team spirit can be put
more profitable use. Highest refer-
es and disc. Box 511, BROADCAST-
G.

nouncer—Wants start with small
tion. GI training or salary. 28, vet,
lege. Joseph Cooper, 229 N. E. 31st
Miami 37, Florida.

FOOTBALL

Topflight play-by-play announcer available on per game or season basis

with

major market and network experience. Address

Box 545, BROADCASTING

nouncer. Experienced. 26, single. Ex-
ienced in news, commercials, com-
rcial writing, service accounts, sell.
n travel, ambitious and sincere. Disc
photo. D. E. Henry, 2628 S. E. 51
., Portland, Oregon.

nouncer—Quality voice. Ambitious.
duate School of Radio Technique.
lity to do all phases of announcing.
mmercials that sell. Authoritative
wscast, disc jockey. Also good nar-
or. Can also engineer. G.I., 26, mar-
d, dependable. Will work hard for
erience. Disc available. Write or
e Ted Strasser, 5306 Luna, Chicago
Ill.

nouncer—Now employed in eastern
tropolitan area desires permanent
ition as program director in midwest
outhwest. 7½ years experience, versa-
, good idea man, pleasing person-
y, hard worker, married, complete
ormation on request. What's your
r? Box 537, BROADCASTING.

nouncer, experienced in commercials,
scasting, disc jockey, acting. Will
vel. Graduate School of Radio Tech-
ue, Radio City, New York. Box
BROADCASTING.

nouncer. Experienced staff man,
scaster. Immediately available for
ition in metropolitan station. Col-
graduate, married. Send for disc,
rences. Box 533, BROADCASTING.

ilable immediately for PD-an-
ncers berth. Am 29, married, five
rs experience. Prefer small town 250
1000 watter. If interested in floater
not reply to this ad. Reply Box 531,
OADCASTING.

Situations Wanted (Cont'd)

I like announcing. Chief announcer of independent midwest station desires change. Box 528, BROADCASTING.

Employed announcer seeks work in U. S. Box 518, BROADCASTING, 417 Harbour Comm. Bldg., Toronto.

Excellent deliver on commercials that sell. Good voice. Leading newscaster and assistant news editor of 1000 watt. Disc jockey with loads of personality. 2½ years of experience. Pictures and write-ups in leading trade papers, will furnish copies on request. Top references. Prefer in or near New York State, but not necessary. On vacation now, so write to home address: Mel Bernard, 1611 Carroll Street, Brooklyn 13, New York.

Underworked announcer on overstaffed leading midwest regional station, desires position on progressive station where experience on 5000 and 10,000 w stations can be used to best advantage. Box 544, BROADCASTING.

Top delivery on commercials. Good voice. Two years experience. Personality disc shows. Prefer east, but not necessary. Excellent reference. Top newscasts. State salary. Available immediately. Box 512, BROADCASTING.

Announcers

Experienced announcer. Golden personality. Available September 1. Minimum $50. Disc, photo. Box 393, BROADCASTING, 360 N. Michigan, Chicago.

Announcer—Married veteran. 3 years staff experience handling English and Spanish shows, also board experience. Prefer western states. Box 552, BROADCASTING.

Staff announcer 26, versed on sports. Ability to ad-lib, will travel. References. Disc on request. Box 551, BROADCASTING, 360 N. Michigan Ave., Chicago.

Technical

Broadcast engineer—17 years all phases of radio. Very familiar with directionals and installation. References. Box 413, BROADCASTING.

Engineer—1st phone, married, 250 watt experience. Available immediately. M. Zibrack, 114 Dewey Place, Atlantic City, N. J.

Engineer now operating one kilowatt transmitter would like to join progressive station. Vet, 24, good background. Box 490, BROADCASTING.

Engineer, first phone desires employment in a radio or television station in the east or midwest. Graduate of a radio television school. Knowledge of FM and control operation. Box 495, BROADCASTING.

Engineer, single, desires return west. Broadcast, Navy electronics, amateur experience. Prefer TV or FM position. Excellent references, available two weeks notice. Box 498, BROADCASTING.

Chief engineer—Eight years all phases, FM, AM. Knows TV. Willing to work. Prefer deep south. Box 503, BROADCASTING.

Operator: First phone, three months experience, 250 watt AM 31 kw FM. Interested in permanent position in middlewest. Box 506, BROADCASTING.

First class engineer, 1 year experience, desires to locate in central U. S., not south of Tenn. Can do maintenance, recording, remotes. Write Robert W. Auton, Webbs Cross Roads, Ky.

Engineer, 16 months experience. Presently employed as chief of local. Would like to install TV station. Consider any offer from station with TV future. Box 535, BROADCASTING.

Engineer: First class license. Single, 28. Will travel. Box 529, BROADCASTING.

Have ticket! Am experienced, studio-transmitter, programming, traffic, research, announcing. Today write: Miss Ambitious, Box 519, BROADCASTING.

Engineer—First phone desires permanent position, AM or FM, musical background. Box 538, BROADCASTING.

Young married student desires position as engineer. 1st phone license. Inexperienced. Available immediately. Any locality. Arthur Perks, 104-02 Flatlands Ave., Brooklyn, N. Y.

Production-Programming, others

FLORIDA STATIONS
EYES RIGHT
HERE
NEXT WEEK!

Situations Wanted (Cont'd)

I'd like to work in Hawaii. I'm free to travel and willing to work. Picture copy and plans available for new woman's show. Box 348, BROADCASTING.

Program director, five years station and network operations in announcing, copy, promotion, sales service and administration. 30, single, college graduate. Available immediately. Box 404, BROADCASTING, 360 N. Michigan, Chicago.

Newscaster wants to advance to better paying news job, possibly as news director, midwest or west. Knows all angles of news production and delivery. Experienced all wire services, local and regional news. Now top newsman top news station. Reporter-writer-reader, journalism grad., married. Box 485, BROADCASTING.

Experienced continuity writer. Also familiar with women and children's programs. Prefer new station in the southwest. Box 489, BROADCASTING.

Combination or engineering. Two years experience. One year as chief. Experience includes disc jockey, newscasting, etc. Some experience in selling. Desire midwest location. Box 496, BROADCASTING.

Assistant editor of national woman's magazine, former copywriter and researcher, 26. Wish to locate in southwest or overseas. Scope for originality, adaptable to unusual situations. Box 349, BROADCASTING.

Combination man with first class license and announcing training would like position with progressive station. Married, 24 years old. Salary expected $65.00 per week. A-1 references. Cleon LeMont, 3737 16th Ave., S., Mpls., Minn.

Programming department large station, program director small. Write scripts, commercials, continuity. Experience 5000 watt ABC affiliate. Graduate Northwestern U. radio department, NBC Summer Institute, television training. Know radio thoroughly. Married, 27, ambitious. Salary secondary if chance to grow. Box 500, BROADCASTING, 360 N. Michigan Ave., Chicago.

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL OF RADIO
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

Imagination for sale! A copy chief who can give your continuity the "new look" and skyrocket your sales with action-compelling ideas. Five years experience, breezy commercials, variety shows, documentaries. Vet, single, 30, minimum $350 monthly. Box 502, BROADCASTING, 360 N. Michigan Ave., Chicago.

Production promotion. Continuity and sports announcing experience. Can handle disc shows. Single. College graduate. Presently employed. Seeking better opportunity. Box 508, BROADCASTING.

Combination announcer-engineer. FCC first phone. Emphasis on announcing. Can produce several of my own shows. Box 510, BROADCASTING.

Director of women's activities, combination continuity writer and air work, women's features, disc shows. Available for personal audition within 200 miles of Chicago, otherwise photo, disc, sample continuity on request. Box 527, BROADCASTING, 360 N. Michigan, Chicago.

Television producer-director with iniative, imagination and two years experience with important agency. Seeks position with progressive station. 27, single, male. Box 547, BROADCASTING.

Continuity writer. Experienced, imaginative, versatile, wants opportunity with growing station in California, Texas, Arizona, or Nevada. Make your town my home. Box 550, BROADCASTING.

Schools

The SCHOOL *of* RADIO TECHNIQUE

• NEW YORK •
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

TV PRODUCTION TRAINING

NEXT CLASSES BEGIN SEPT. 20th
COURSES (GI APPROVED): PROGRAM PRODUCTION - ANNOUNCING - WRITING - ACTING - CAMERA OPERATION
COMPLETE TV STUDIO EQUIP. - TV EXPERIENCED STAFF
ACT NOW - WRITE FOR ENTRANCE REQUIREMENTS

TWIN CITY TELEVISION LAB
NATION'S FOREMOST TV PRODUCTION TRAINING CENTER
(Affil. with Beck School for Radio)
Lyceum Theatre Minneapolis, Minn.

Employment Service

Personality jockeys, secretary-copywriters, announcer-technicians. Today write RRR-Radio Employment Bureau, Box 413, Boston, 9, Mass.—Box 413, Philadelphia 5, Penna.

For Sale

For Sale—Good station. Well established, fulltime, 250 watt and unopposed. City of 25,000 population, Box 442, BROADCASTING.

Brush 401 tape recorder, $150.00. Brush 303 Magnetone wire recorder $600.00. Altec Lansing A322C limiting amplifier $350.00. Portable dual speed 10 watt Playback connection for PA microphone, leatherette, black finish, $80.00. Will sell individually. First check for each takes. You pay transportation. Box 482, BROADCASTING.

For sale—189-ft. Truscon self-supporting tower, complete with lights and insulators. Recently painted; in excellent condition. Price $2,000. Call or write WLBJ, Bowling Green, Kentucky—1340.

Western Electric 304A 1 kw transmitter complete with two sets of tubes. In good operating condition. A real buy. Can be seen KROP, Brawley, California. Contact KROP direct or your nearest Collins representative. Collins Radio Company, Cedar Rapids, Iowa; 458 S. Spring Street, Los Angeles, California; 11 West 42nd Street, New York, New York; Lakewood Professional Building, 2000 Kidwell Street, Dallas, Texas or Dogwood Road, Fountain City (Knoxville), Tennessee.

For sale. General Electric model 51 wire recorder and 6 volt inverter for portable operation. Single mike input ½ hour playing time. Excellent condition. Will sell for 30% original cost or $200. Doyle Osman, KXO, El Centro, Calif.

250 ft. Blaw-Knox self-supporting tower in first class condition. Available immediately. Contact WMBD, Peoria, Illinois.

Two Western Electric 251-A tubes, condition guaranteed. One Eimac 4-125A. One Daven 500 ohm T-pad. Box 553, BROADCASTING.

For sale: One 250 watt RCA transmitter, two sets tubes, two crystals, 185 foot Wincharger tower with lighting equipment and other accessories. Priced to sell quick for $2,000.00. First come, first served. Wire, write or phone James R. Doss, Jr., Radio Station WJRD, Tuscaloosa, Alabama. Equipment available for immediate delivery.

For Sale (Cont'd)

For Sale At Once!

560 foot Andrews #452, 6⅛ inch transmission line. In storage, never uncrated.

165 foot Wincharger type 101 tower complete with lights, lighting choke, guys, insulators and WE 250 watt coupling unit with meters. Top condition. Dismantled for shipment.

To be sold at once—F.O.B. Omaha to the highest bidder. Phone or wire collect: Paul Fry, KBON, Ja. 8282, Omaha, Nebraska.

Small independent station in major Pacific coast market for sale. On excellent paying basis. Economical operation. Twenty-five thousand dollars will handle. Balance from profits. Box 509, BROADCASTING.

For sale—Two new, unused Audak microdyne pickups complete with arm and head, impedence of 500 ohms. Box 515, BROADCASTING.

Texas network regional: Write Box 520, BROADCASTING complete information (including financial) for details. Terms if qualified.

For sale: 170 foot type 101 Wincharger tower (being replaced with taller tower.) We will sell the tower erected on your site or sell the tower only. Tower Construction Co. Commerce Building, Sioux City, Iowa.

For sale—Complete new Gates equipment for 250 watt station, including 170-ft. Wincharger tower. Excellent condition. Used only one year. For sale quick for cash. Answer Box 542, BROADCASTING.

Wanted to Buy

Experienced general-commercial manager will buy majority interest in operating station or CP. East coast small market preferred. Box 486, BROADCASTING.

Wanted—1000 watt transmitter, RCA or Gates. Not over 2 years old. XEBM, San Luis Potosi, Mexico.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
List With Us
Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
5051 Sunset Blvd., Normandy 7848
Los Angeles 27, California

COMMERCIALS

Oklahoma U. Detector Tests

By SHERMAN P. LAWTON
Coordinator of Radio
U. of Oklahoma
Norman, Okla.

Mr. Lawton

EARLY in the program is the best place to put your commercial. The first commercial in a 15-minute program is the most effective in getting attention and emotional response from the audience.

That's the evidence of the psychogalvanometer, an instrument for measuring unconscious reactions of listeners, now being employed in a series of studies at the U. of Oklahoma.

Second most effective position is at the close of the program, with one-third of the way through the show being the next best commercial spot. Tom Fentem, graduate assistant of OU School of Radio who conducted the study, "Placement of Commercials in the Radio Program," points out that audience response to the commercials exceeded that for music in the program, but the response was antagonistic. The listeners didn't like commercials used in the study, but they listened more attentively to them than they listened to the music.

Other Studies

Other studies under way or completed in the current series of PGR (psychogalvanometric) Radio Studies at OU include (a) Use of a male voice in women's programs, (b) Value of certain "loaded" words and appeals in commercials, (c) Changes in attitudes which can result from "institutional" type advertising, and (d) Carry-over value in daytime serials.

The PGR, sometimes used as part of lie-detector equipment, measures the amount of resistance set up in human bodies in response to stimuli. The greater the attention or emotional response of a listener, the lower his resistance. A high reading on the PGR, therefore, indicates lowered resistance and increased attention. A high PGR reading means that a high spot has been reached in the program.

Method Explained

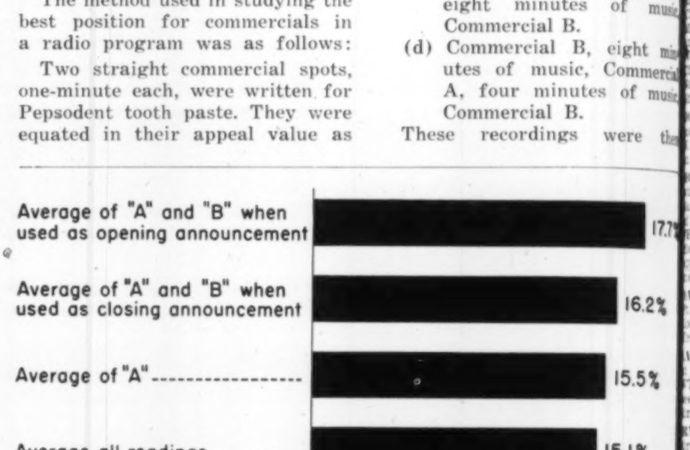
The method used in studying the best position for commercials in a radio program was as follows:

Two straight commercial spots, one-minute each, were written for Pepsodent tooth paste. They were equated in their appeal value as carefully as possible. The fact that they were substantially equal in appeal is indicated by their PGR average ratings of 15.5 for Commercial A and 14.7 for Commercial B on a scale of 0-55.

Next, music was chosen which had no vocal refrain. All the music was in the same tempo and approximately the same time length. Music consisted of recordings by Morton Gould and the titles, listed in the order heard, were: "Dancing in the Dark," "Temptation," and "Black Magic." All commercial copy was read by one voice. Four recordings, 15 minutes in length, were made with commercials and music alternated as fol-lows:

- (a) Commercial A, four minute of music, Commercial B, eight minutes of musi Commercial A.
- (b) Commercial A, eight min-utes of music, Commerci B, four minutes of musi commercial A.
- (c) Commercial B, four minute of music, Commercial A eight minutes of musi Commercial B.
- (d) Commercial B, eight min-utes of music, Commerci A, four minutes of musi Commercial B.

These recordings were the played before two different grou of 25 persons. The groups we checked for attention respon every three seconds by a psyc galvanometer which was wired parallel to register an overall em tional response from the grou These figures were then grap against the time intervals and average reading and an aver deviation was calculated for e show. Results are indicated on accompanying chart.



STARTING date for "Tots, Tweens Teens" on WABD New York, sponso by Macy's New York, has been set Sept. 2, 7-7:30 p.m. Weekly series produced by Television on Parade

Executive manager with over 15 years experience in all phases of station operations. Have been with present station nearly 12 years. Can assume full responsibility for station operation. Highest recommendation from present employer can be furnished. Prefer Pacific Coast but will carefully consider other localities. Box 555, BROADCASTING.

Assistant manager, busines manager or manager available. Ten years successful management of midwestern regional network affiliate. Also, experienced in ac-counting, taxes and other phases of station operation. Box 554, BROADCASTING.

SOUTHERN MAJOR MARKET STATION
$100,000

A successful independent with television possibilities.

This station has an excellent opportunity for expansion that should materially increase present profits and value.

WRITE THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
RADIO STATION BROKERS

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Avenue
NAtional 7405

DALLAS
Clarence E. Wilson and Philip D. Jackson
Tower Petroleum Bldg.
Central 1177

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

Production

A LEX DILLINGHAM, announcer and former news editor of WILS Lansing, Mich., has been appointed station rogram director. He began announcing WKAR, Michigan State College staon. in 1940. He has been with WILS nce it took the air in February 1947.

IKE BARKAS and **DAVE CHANTLER** ave joined continuity staff of WBBM hicago. Mr. Barkas, formerly of WIOD liami, will write CBS' "Music for You" nd "American Story in Song" and BBM's "Show Tune Time." Mr. hantler, who graduated in June from orthwestern U., will write "Gold Coast how."

ON HALLMAN, former director of reote television crew of WATV Newark, J., has joined WXYZ-TV Detroit, a similar capacity.

OWARD VAN VOORHIS, formerly ith WLAN Lancaster, Pa., and KSON n Diego, has joined announcing staff WLBR Lebanon, Pa. **HELGA PFEFERMAN**, formerly with Veteran's Rao Workshop, New York, has been ppointed to WLBR continuity departent.

ANA ADAMS, formerly with WFTL . Lauderdale, Fla., AFRS, and KFRO ongview, Tex., has joined KTBB Tyler, ex., as announcer and disc jockey.

ANNY PIKE, former program director WMLO Milwaukee and recently with TMJ-TV Detroit, as staff director, has een appointed TV program producerrector with ABC in Detroit.

RVING (Binny) ROBBIN, former music rector of WPWA Chester, Pa., has een appointed music director of WVNJ ewark, N. J., new 5-kw station to on the air in September on 620 kc.

KEE WOLFF, WBBM Chicago producer-writer, has organized playwriting minar with **MINNIE GALATZER**, ach-producer of Chicago's Actors' . Experimental dramatic writing and oduction will be studied by other BBM staff members, **CHARLES ROINE, HERB LIVINGSTON** and **DON ANIELSON.**

ARILYN WILLIAMS, British singer, s been signed as vocalist on ABC Abbott and Costello" show starting t. 13.

EN CARLSON, graduate of Don Wilson adio School, Vancouver, has joined nouncing staff of CKOV Kelowna, C.

ARY DAFFIN BRODERICK has joined ntinuity department of KFI Los Anles.

HYLLIS HOUSTON, formerly with CTC New Brunswick, has joined VNJ Newark, N. J., as continuity iter.

RADY EDNEY, former program direcr at Armed Forces Network stations Paris and Frankfurt, has been apinted program department head at LOS Asheville, N. C.

HIL CROSBIE, vocalist with KHQ okane, was judged best male vocalist at recent Chicagoland Music Festival. He was honored on return to Spokane with reception at station and on-the-spot broadcast by KHQ.

RICHARD JAMES DUTSON, formerly with Gardner Adv., KWK and KSD, all St. Louis, has been appointed continuity director of KMOX St. Louis.

EDDIE ROECKER, vocalist, who started his singing career on WIP Philadelphia and MBS, is the father of a boy, Millard Crane, born Aug. 18 in Camden, N. J.

DOC LINDSEY, night production supervisor of CKEY Toronto, for some years, has resigned to freelance.

GEORGE RUSSELL, former Army intelligence captain and now chief announcer at WPIX New York, "Daily News" television station, has been awarded the order of the Cloud and Banner by Chinese Republic. Citation expresses appreciation for Mr. Russell's services with U. S. forces in Peiping, China, in 1946.

MARK OLDS, formerly with WNLC New London, Conn., has joined WIP Philadelphia, as relief announcer. **FRED KARSH**, recently of KYW Philadelphia, has been appointed supervisor at WIP.

GEORGE VOUTSAS, production director of NBC's "Honeymoon in New York" and Valerie Pittenger were married in Chicago Aug. 15. Couple will live in New York, where program originates.

E. WARD CRANE and **KEITH CONES** have joined continuity staff of WOWO and WOWO-FM Ft. Wayne, Ind.

PAUL DIXON, disc m.c. at WCPO Cincinnati, is the father of a girl, Mary Pamela, born Aug. 14.

CHARLES POWELL has joined announcing staff of WCSI (FM) Columbus, Ind.

ENID DAY, writer and producer of "Davison Paxon Show" over WSB Atlanta, Ga., has received Naval Air Reserve Certificate of Merit "in recognition of her outstanding service rendered to her country in behalf of the Naval Air Reserve Training Program."

LARRY BROWN, announcer-singer at WSB Atlanta, Ga., is the father of a boy, Lawrence Paullin, born Aug. 20.

MELISSA SMITH, former soloist with U. S. Marine Band over KSDJ and KFMB San Diego, has joined WOAI San Antonio, Tex., as vocalist on "Prelude to Evening."

ED SHORT, promotion manager of WJJD Chicago, and Patricia Campbell, were married Aug. 21.

PAUL R. MILTON, freelance radio writer, has been assigned scriptwriter for "Great Scenes From Great Plays" to debut Oct. 1 on MBS under sponsorship of National Council of Protestant Episcopal Churches.

ROUEN WESTCOTT, commercial editor of NBC Hollywood continuity acceptance department, is the father of a girl, born Aug. 22.

JEANNE GRAY, women's program director of KMPC Hollywood, has been named by women's division of Los Angeles Chamber of Commerce, to coordinate activities of women participating in United Nations Week, Oct. 13-20.

5000 WATTS

DAY AND NIGHT

WRGA
WRGA-FM

Covers
Northwest Georgia and
Northeast Alabama

HAPPY QUARLES GENERAL MANAGER

UTUAL BROADCASTING SYSTEM

Represented by
THE WALKER COMPANY

ROME, GEORGIA

WBKB Studies Rates

WBKB Chicago, Balaban & Katz TV station, has conducted a comprehensive study of television rate schedules throughout the country during the past month, Don Meier, WBKB sales head, disclosed last week. Station made the survey for its own benefit, and the results will not be publicly released. WBKB is said to be reconsidering its own rate structure, with a view to revision, possibly on a downward scale.

ABC DOCUMENTARY

Commies Ask Time

AUDIENCE reaction by mail and telegram to the ABC documentary *Communism—U. S. Brand*, which was presented Aug. 2 and rebroadcast by popular request on Aug. 8, was 96% laudatory, the network's audience information division reported last week.

The overall listener response to the Communism report topped in volume the reaction to ABC's previous documentary broadcasts, which included the well-received reports on venereal disease and slums, according to Robert Saudek, ABC vice president and director of public affairs, who is in charge of documentary production.

Thousands of letters and telephone calls were received by ABC in New York after the broadcasts of *Communism—U. S. Brand*, the network said. ABC's San Francisco affiliate, KGO, reported 400 calls from listeners after the rebroadcast. Twenty-seven requests for copies of the script came to the network from American labor groups, including the American Federation of Musicians. Eleven colleges and universities also asked for scripts.

Among the disenting minority was the U. S. Communist Party, whose chairman, William Z. Foster, wrote ABC on Aug. 23 demanding equal time for ". . . those best qualified to do so to tell the story of 'Communism — U. S. Brand.'"

ABC's president, Mark Woods, rejected Mr. Foster's demand in a letter dated the following day, which said that ". . . ABC considers its presentation to have been fair, factual and, as to the aspects of the subject which it treated, complete. For this reason, ABC in serving the public interest does not deem it necessary to accede to your request."

Communist Complaint

The Communist Party chairman's letter complained that ". . . no Communist was ever consulted in the preparation of this allegedly 'authentic and factual' study . . . Your imaginary Communists bore not even an accidental resemblance to reality. In addition, this broadcast flagrantly violated the NAB code forbidding the networks to engage in political editorializing . . . The Communist Party demands that within a month from the date of this letter, you grant us equal time, in the same spots. . . . A copy of this letter is being sent to the Federal Communications Commission . . ."

Mr. Woods' reply said in rebuttal: ". . . The dramatized portions of the script were based on the common techniques of Communists in labor organizations and so-called 'front' organizations, and drew on the Communists' own official published directives. The portions of the broadcast relating to the many shifts in policy, ordinarily referred to as 'shifts in the party line,' were based on reports and editorials published in the *Daily Worker* . . ."

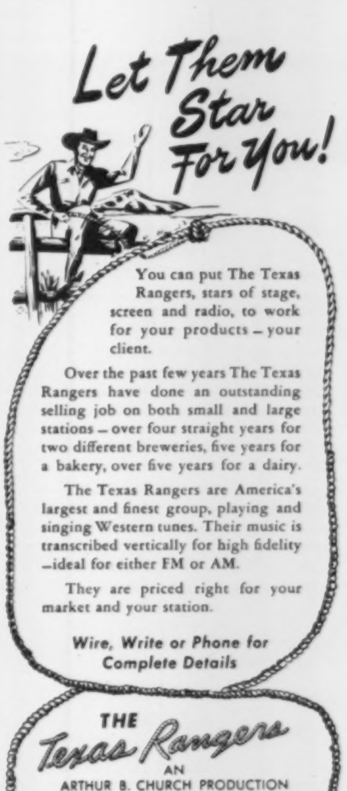
The script for *Communism—U. S. Brand* was written by Morton Wishengrad, prominent freeance radio writer.

Transcribed Tom Harmon Show Being Sold by KFI

EXPERIMENTING with syndication of transcribed radio programs, KFI Los Angeles will take plunge this fall with *Here Comes Harmon*, weekly quarter-hour football forecast with Tom Harmon.

In making announcement, William B. Ryan, general manager, pointed out that purchase of the program in four Western markets already had been made by Muscat Cooperative Growers Assn. (San Ramon wines) in addition to airing on KFI. Markets are San Diego, Sacramento, Phoenix and Sanger. Mr. Ryan pointed to fact that program had been carried on 50 stations in 1946 and 1947 and accordingly offered station "a good opportunity to look into the field."

RADIO REPORTS Inc., in announcing details of a recent survey of newscasts in New York, said last week that there are 91 network newscasters and general news commentators heard in New York, and 107 local programs of the same type.


Let Them Star For You!

You can put The Texas Rangers, stars of stage, screen and radio, to work for your products – your client.

Over the past few years The Texas Rangers have done an outstanding selling job on both small and large stations – over four straight years for two different breweries, five years for a bakery, over five years for a dairy.

The Texas Rangers are America's largest and finest group, playing and singing Western tunes. Their music is transcribed vertically for high fidelity –ideal for either FM or AM.

They are priced right for your market and your station.

Wire, Write or Phone for Complete Details

THE
Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO

ACTIONS OF THE FCC

AUGUST 20 to AUGUST 26

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

SSA-special service authorization

August 20 Decisions . . .

DOCKET CASE ACTIONS

Petition Granted

Announced order granting petitions filed by Voice of Amarillo, Amarillo, Tex., and Herald Bcstg. Co., Levelland, Tex., requesting reconsideration of April 23 action of Motions Commissioner insofar as action granted petition of Panhandle Bcstg. Corp. to amend its application to show issuance of additional stock and changes in officers, etc.; set aside said Motions Commissioner action and denied said petition of Panhandle Broadcasting Corp. insofar as it requests leave to amend, and closed record in proceeding in Dockets 7575 et al. Further ordered that petition filed by Panhandle Broadcasting Corp. requesting reconsideration of April 23 action of Motions Commissioner insofar as action denied petition to enlarge issues in above proceeding, be denied, and affirmed said action of Motions Commissioner.

Petition Denied

Announced memorandm opinion and order denying petition filed by All-Oklahoma Bcstg. Co., Tulsa, requesting review of Jan. 23 action of Motions Commissioner denying petition requesting enlargement of issues in proceeding upon its application and application of KUOA Inc., Siloam Springs, Ark.; affirmed Motions Commissioner action.

Announced memorandum opinion and order denying petition filed by On The Air Inc. (WTMV), East St. Louis, Ill., requesting review of Motions Commissioner action Jan. 2 denying petition for enlargement of issues in proceeding re Belleville News-Democrat, Belleville, Ill., Hobart G. Stephenson Jr., St. Louis, and WTMV; affirmed said action of Motions Commissioner.

Argument Schedued

Scheduled for oral argument on Oct. 4 in re proceedings: WDZ Broadcasting Co., Tuscola, Ill., and Drovers Journal Pub. Co., Chicago.

ACTIONS ON MOTIONS

(By Commissioner Webster)

Don Lee Broadcasting System, San Diego, Calif.—Granted petition to dismiss without prejudice application for new TV station.

Pontiac Broadcasting Corp., Pontiac, Ill.—Dismissed petition for reconsideration of Commission action of June 23 granting application of WIL St. Louis, since petitioner's counsel had requested that instant petition be withdrawn.

Lehigh Valley Broadcasting Co., Allentown, and Easton Pub. Co., Easton, Pa.—Granted petitions requesting leave to amend applications for TV stations to show time-sharing arrangement, accepted amendments filed with petitions.

Lincoln Operating Co., Miami, Fla.—Granted petition for leave to amend application for assignment of CP so as to change Para. 9 of application to show photostatic copy of amended charter of corporation and to show minor changes in stock ownership, accepted amendment filed with petition.

George Arthur Smith, Jackson, Tenn.—Granted petition for extension of time to file exceptions to proposed decision of Commission in Dockets 7487 et al, and extended time to Sept. 24.

Door County Broadcasting Co. Inc., Sturgeon Bay, Wis.—Granted petition for leave to amend application to show changes in issuance of common stock, show revised financial estimate and show changes in types of equipment proposed, accepted amendment filed with petition.

Rock River Valley Broadcasting Co., Watertown, Wis.—Granted petition for leave to amend application for CP to specify 1580 kc 250 w D instead of 920 kc 500 w D, accepted amendment filed with petition and removed application from hearing docket. Exception noted by counsel for Watertown Broadcasting Co., pending applicant for 1580 kc.

State of Wisconsin-State Radio Council, Madison, Wis.—On Commission's own motion, removed from hearing docket application for noncommercial educational FM station.

KOB Albuquerque, N. M.—Granted petition for continuance in hearing in proceeding upon petition of John J. Dempsey; continued hearing to Nov. 15 at Albuquerque.

WEEU Reading, Pa.—On Commission's own motion, continued hearing on application of WEEU from Aug. 23 to Oct. 21.

August 20 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KWOC Poplar Bluff, Mo.—Voluntary assignment of license from A. L. McCarthy, O. A. Tedrick and J. H. Wolpers d/b as Radio Station KWOC to A. L. McCarthy and J. H. Wolpers d/b as Radio Station KWOC.

KVOW Littlefield, Tex.—Voluntary assignment of license from J. C. Rotwell to Southwestern Bctrs., partnership composed of J. C. Rotwell and J. B. McShan.

License for CP

WSON-FM Henderson, Ky.—License to cover CP new FM station.

Modification of CP

KMBC-FM Kansas City—Mod. CP new FM station for extension of completion date.

WKAL-FM Rome, N. Y.—Same.

KRON-TV San Francisco—Mod. CP new commercial TV station for extension of completion date.

WTPS-TV New Orleans, La.—Same.

License Renewal

Application for renewal of FM broadcast license filed by: WFAH Alliance, Ohio; WMUN Muncie, Ind.; WWHG Hornell, N. Y.

APPLICATIONS DISMISSED

Furniture City Bcstg. Corp., Grand Rapids, Mich.—CP new commercial TV station on Channel 9, 186-192 mc, ERP vis. 21.6 kw, aur. 15.4 kw unl. Dismissed Aug. 16.

Tidewater Television Company, Norfolk, Va.—CP new commercial TV station on Channel 11, 198-204 mc, ERP vis. 2.8 kw, aur. 1.4 kw unl.

August 23 Decisons . . .

DOCKET CASE ACTIONS

AM—1220 kc

Announced proposed decision (Chairman Coy dissenting) looking toward grant of application of D & K Bcstg. Co. for new standard station at Palo Alto, Calif., 1220 kc 250 w D, cond., and denial of application of Times Star Pub. Co. for new standard station at Alameda, Calif. 1220 kc 1 kw D.

AM—910 kc

Announced proposed decision looking toward grant of application of Valdosta Bcstg. Co. for new standard station at Valdosta, Ga. 910 kc 5 kw unl. DA-N and denial of application of Okefenokee Bcstg. Co. for new standard station at Waycross, Ga. 910 kc 1 kw unl. DA-N.

AM—1230 kc

Announced proposed decision looking toward grant of application of Oral J. Wilkinson for new standard station at Murray, Utah, 1230 kc 250 w unl. engineering cond. and subject to cond. that no operation shall commence until KVNU has shifted to new frequency assignment.

AM—790 kc

Announced final decision granting application of Northside Bcstg. Corp. to change facilities of WGRC Louisville, Ky., from 1400 kc 250 w unl. to 790 kc 1 kw-N 5 kw-D unl. DA-N, subject to approval of trans. site and ant. system by CAA.

August 24 Decisions . . .

BY THE SECRETARY

WILE Cambridge, Ohio—Granted license for new station 1270 kc 1 kw D.

KVVC Ventura, Calif.—Granted mount FM ant. on side of south- AM tower.

Following were granted mod. CPs extension of completion dates as WCON-TV Atlanta, Ga., to WENR-TV Chicago, to 1-31-49; TV New York, to 12-31-48; KGO-TV Francisco, to 12-31-48; KFPW-FM Smith, Ark., to 11-15-48; WEMI Haven, Conn., to 12-10-48; WKBN- Youngstown, Ohio to 3-15-49; FM Stillwater, Okla., to 2-15-49; FM Herrin, Ill., to 12-30-48; WSLB- Ogdensburg, N. Y., to 9-19-48; Brookfield, Ill., to 9-27-48; WORM on, Md., to 2-23-49; WSAR Fall Mass., to 9-14-48.

WGWR Asheboro, N. C.—Granted untary assignment of license from C. Lucas and Roy Cox, d/b as Bcstg. Co. to Asheboro Bcstg. Co.

WRRZ Clinton, N. C.—Granted tary assignment of license from Heel Bcstg. System Inc. to Radio tion WRRZ Inc.

KOCO Salem, Ore.—Granted tary assignment of license from C. Schmidt, guardian of the estate B. Loring Schmidt to B. Loring

WCFR Fall River, Mass.—Granted CP for extension of completion 1-26-49.

Paramount Television Inc., Area Los Angeles—Granted for two new exp. TV relay stations

WSEE St. Petersburg, Fla.—mod. CP for extension of date to 9-29-48.

Radio Diablo Inc., San Bruno, —Granted CP new ST link station

Catawba Valley Bcstg. Co. Inc., **ory, N. C.**—Same.

Paducah Bcstg. Co. Inc., Area **cah, Ky.**—Granted CP new remote up station.

Oregon State Agricultural **Area Corvallis, Ore.**—Same.

Radio Santa Cruz, Area Santa **Calif.**—Same.

Following were granted mod. CPs extension of completion dates shown: KTTV Los Angeles, to WDEL-TV Wilmington, Del., to WGAL-TV Lancaster, Pa., to 3-8-49

Following were granted licenses new exp. TV relay stations: Bcstg. Service Inc., Area D. C.; Columbia Bcstg. System Area New York; Crosley Bctsg. Area Cincinnati; Radio Station Inc., Area Omaha.

KOY Phoenix, Ariz.—Granted covering increase in power and new trans.

KFVS Cape Girardeau, Mo.—license covering change in freq., crease power, etc.

KFAM St. Cloud, Minn.—Granted cense covering changes in ant. mounting of FM ant. on top of tower.

WBEL Beloit, Wis.—Granted for new station 1380 kc 500 w D.

American Bcstg. Co. Inc., Area **Francisco**—Granted license for new mote pickup station KHKM.

WBIG-FM North Carolina Bcstg. **Inc., Greensboro, N. C.**—Granted quest to delete CP for new FM

Columbia Bcstg. System Inc., **New York**—Granted CP new exp. relay station.

Liberty Bcstg. Corp., Area **Ga.**—Same.

KOPR Butte, Mont.—Granted CP stall new type trans.

WBT-TV Charlotte, N. C.—mod. CP to change ERP from vis. kw, aur. 8 kw to vis. 16.3 kw, aur. kw, and change type ant.

KBMW Breckenridge, Minn.—mod. CP to change type trans. and approval of ant. and trans. location

WLSI Pikeville, Ky.—Granted CP for approval of ant. and trans. tion, and to change studio

KDSX Denison, Tex.—Granted CP for change type trans., approval ant. and trans. location and to studio location.

Following were granted mod. CPs extension of completion dates as WFMI Portsmouth, N. H., to KROS-FM Clinton, Ia., to WCIL-FM Carbondale, Ill., to WRHI-FM Rock Hill, S. C., to WTPS-FM New Orleans, to WMAZ-FM Macon, Ga., to WABX Harrisburg, Pa., to WAGC-FM Chattanooga, Tenn., to 6-48; KGO-FM San Francisco, to 1-48; KYW-FM Philadelphia, to 48; WQAN-FM Scranton, Pa., to WCSC-FM Charleston, S. C., to WOC-FM Davenport, Ia., to WFBM-FM Indianapolis, to WMMW-FM Meriden, Conn., to

When you think of

REPLACEMENTS

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AMPEREX

ALL TYPES — TRANSMITTING AND RECTIFYING TUBES

AMPEREX ELECTRONIC CORP.
25 WASHINGTON STREET, BROOKLYN 1, N. Y
In Canada and Newfoundland: Rogers Majestic Limited
11-19 Brentcliffe Road, Leaside, Toronto, Ontario, Canada

WOL-FM Buffalo, N. Y., to 11-24-48; RJN-FM Racine, Wis., to 11-21-48; MFM North Adams, Mass., to 11-1-48); WMSA-FM Massena, N. Y., to 11-1- *); WIOD-FM Miami, Fla., to 2-22-49; VS-FM Cape Girardeau, Mo., to 12- 48(*); WMMJ-FM Peoria, Ill., to 10- 48(*); KROW-FM Oakland, Calif., to 24-49(*); KYOS Merced, Calif., to 12- 48; WPTR Albany, N. Y., to 9-18-48; JAN Opelousas, La., (commencement d completion) to 10-9-48 and 4-9-49, spectively.

On cond. that construction be completed or interim operation provided by that date.

ugust 24 Applications . . .

License for CP

KCKY Coolidge, Ariz.—License to cov- CP new standard station.

KFDA Amarillo, Tex.—License to cover change frequency, increase power.

WGYV Greenville, Ala.—License to ver CP new standard station.

License Renewal

Applications for renewal of standard padcast license filed by: KFRB Fairnks, Alaska; KGBX Springfield, Mo.; DLT Scottsbluff, Neb.; WFBM Indianpolis; WIRL Peoria, Ill.; WTOC Savanh, Ga.

Assignment of License

WBAY Coral Gables, Fla.—Voluntary signment of license from Jas. A. own, et al to Atlantic Shores Bcstg.

Transfer of Control

WHAR Clarksburg, W. Va.—Voluntary ansfer of control of licensee corporaon from Andrew H. Kovlan to Fred ailey and Glacus G. Merrill.

WGEM Quincy, Ill.—Voluntary transr of control of permittee corporation om Donald F. Fischer, Lawrence J. scher, Richard E. Fischer and John Arntson to Quincy Newspapers Inc. d Illmo Bcstg. Corp.

KFRU Columbia, Mo. — Voluntary ansfer of control of licensee corporaon from Star-Times Pub. Co. to H. J. aters Jr. and Mahlon R. Aldridge Jr.

Modification of CP

WLOF Orlando, Fla.—Mod. CP change equency, increase power etc., for exnsion of completion date.

WSPR-FM Springfield, Mass. — Mod. P new FM station for extension of cometion date.

KARM-FM Fresno, Calif.—Same.

WLAD-FM Danbury, Conn.—Same.

WJBC-FM Bloomington, Ill.—Same.

WAAF-FM Chicago—Same.

WJLS-FM Beckley, W. Va.—Same.

Clarence H. Frey and Robert O. Greev-, **Logan, W. Va.**—Same.

WMRN-FM Marion, Ohio—Same.

KSPI-FM Stillwater, Okla.—Same.

KPOJ-FM Portland, Ore.—Same.

WCAU-FM Philadelphia—Same.

WCAE-FM Pittsburgh—Same.

WKY-FM Oklahoma City—Same.

KGKB-FM Tyler, Tex.—Same.

WREV Reidsville, N. C.—Same.

WBRC-FM Birmingham, Ala.—Same.

WRBL-FM Columbus, Ga.—Same.

WJIZ Hammond, Ind.—Same.

WLFM Lewiston, Me.—Mod. CP new M station to change ERP from 15 kw 20 kw.

WIMA-FM Lima, Ohio—Mod. CP new M station to decrease ERP from 50 w to 15.3 kw.

License for CP

WKST-FM New Castle, Pa.—License cover CP new FM station.

WFMR New Bedford, Mass.—Same.

WCTC-FM New Brunswick, N. J.—ame.

Assignment of CP

KWOC-FM Poplar Bluff, Mo.—Volunry assignment of CP from A. L. Mcarthy, O. A. Tedrick, and J. H. Wolers d/b as Radio Station KWOC to A. McCarthy and J. H. Wolpers d/b as adio Station KWOC.

License Renewal

WSTC-FM Stamford, Conn.—License newal FM station.

CP to Reinstate

WRMV Richmond, Va.—CP to reinate CP for new FM station, which pired Aug. 4.

WKNY-FM Kingston, N. Y.—CP to instate CP which authorized new FM ation.

KMUS-FM Muskogee, Okla.—CP to instate CP which authorized new FM ation and which expired Aug. 1.

(*Continued on page 78*)

FM CARD RATES

No Definite Pattern Yet Established

CARD RATES of FM stations have not yet settled down to a definite pattern, and a large number of FM outlets duplicating programs of AM affiliates actually have no rate cards at all, according to a study conducted by the NAB Research Department.

Based on replies from two-thirds of the 299 stations contacted (NAB FM members, over half the total number of stations), Dr. Kenneth H. Baker, Research Dept. director, said the survey supplies facts "where only conjecture has been possible in the past." The study was conducted at the request of the NAB FM Executive Committee, of which Leonard L. Asch, WBCA Schenectady, is chairman. Director of the NAB FM Dept. is Arthur C. Stringer.

Class A FM stations in the group affiliated with AM network outlets reported no independent FM rates in three cases, duplicating AM at no additional cost to the advertiser. One offers baseball for $30 a game, football for $50, with an FM base rate of $8 an hour.

Class B FM stations which are affiliated with AM network outlets have no FM rates in a majority of cases, the study shows. Sixty-five AM stations duplicating their programs on FM reported no FM rates. Some offer FM as bonus coverage, others do not promote it but supply the service at no additional cost.

Two stations reported complete duplication at a combined rate (Class A, one hour) for AM and FM coverage ($90 general, $61.10 retail in Jamestown, N. Y., and $120 in Oklahoma City). One station reported complete duplication until the AM daytime affiliate goes off the air, and an FM base rate of $75. Twenty reported almost complete duplication and no separate rates for independent FM time; six almost complete duplication, excepting sports and special events, with flat $5 rate for announcements during a game.

Duplication in Reports

Twelve stations reported almost complete duplication, with independent FM base rates ranging from $50 an hour in St. Louis down to $14 in Savannah.

Six Class B FM stations affiliated with AM outlets reported separate operation, with one at $80, two at $50, one not selling time, one selling time but with no rate card, and one with no rates while programming simultaneously with another FM station.

Fifteen FM stations with AM affiliates reported almost separate operation. Their rates ranged from $75 in Los Angeles, where there are 11 FM stations, to $10 in Fresno and Paducah, Ky.

In the group of FM stations affiliated with non-network AM stations, three Class A stations reported no rates, duplicating AM and offering FM as bonus coverage, and two reported complete duplication until the daytime affiliate goes off the air. Of these two a Silver Spring, Md., FM outlet had an hourly rate in the evening of $20, one in Springfield, Ohio, $12.

Among Class B FM outlets affiliated with non-network stations, eight reported no rates for FM duplication of AM service; four reported no rates for duplicating most of the AM service; eight reported no charge during duplication of AM daytime programs, with evening rates ranging from $62.50 in New Britain, Conn., to $10 in Keokuk, Iowa. Several others reported duplication but would sell FM time separately.

Independent Class A FM stations had rates ranging from $68 in New Castle, Ind., to $17 at Santa Maria, Calif. Two in this class reported no rates.

Among a score of Class B FM independents, rates ranged from $125 in San Bruno., Calif., and $100 in New York and Charlotte, N. C., to $20 in Greensboro, N. C., and Hutchinson, Kan.

AMERICAN Telephone & Telegraph Co. directors have declared a quarterly dividend of $2.25 per share, payable Oct. 15, to stockholders of record at close of business Sept. 15.

TV PULSE SUMMARY PLACES DRAMA HIGH

MOST POPULAR video fare, on the average, in the New York area is drama, according to a summary of Pulse Inc. audience ratings for April through July released last week.

Sports news, fashions, comedy-variety and children's shows were among the highest average ratings. The summary, by program type, number of quarter-hours measured, for the four months follows:

	No.of ¼ Hours	Average Rating	% of Total TV Time
Visual Sports	503	19.5	28
Feature Films	305	12.7	17
Eyewitness Political News	210	3.5	11
News	136	13.4	7
Kid Shows	148	20.5	8
Film Shorts	123	12.6	7
Comedy-Variety	79	20.5	4
Music	77	10.4	4
Drama	43	28.0	2
Quiz Shows	36	18.6	2
Sports News	26	21.3	1
Forums, Discussions	23	15.3	1
Food and Cookery	14	12.8	1
Fashions	9	20.9	1
Beauty	2	4.0	-
Religion	2	2.0	-
Miscellaneous	107	11.4	6
Total ¼ hours of TV Bcstg.	1843		100

WNBQ, NBC's Midwestern video outlet in Chicago, will operate a mobile unit, with cameras, transmitter and receivers, at National Television and Electrical Living Show sponsored by Electric Assn., Chicago, at city's Coliseum Sept. 18 to 26, for visitors wishing to see themselves televised. RCA is cooperating with NBC in presentation.

YOUR OWN TAILORED

RADIO
ARPI
ALBUM

AT NO COST TO YOU

Take advantage of the know-how gained by our personnel in almost 10 years of preparing and publishing radio picture albums utilized profitably by nearly 200 stations . . . coast to coast! New plan distributes albums throughout your broadcast area . . . at no cost to you . . . at no cost to your listeners. Will produce new accounts . . . increase station revenue.

for exclusive representation in your city . . . write or phone 4-3262

American
RADIO PUBLICATIONS, INC.
121 N. Washington St., Peoria 2, Illinois

FCC Actions

(Continued from page 77)

Applications Cont.:

TV—186-192 mc

WKBW Inc., Buffalo, N. Y.—CP new commercial television station on Channel 9, 186-192 mc, ERP vis. 30.8 kw, aur. 16.2 kw unl. AMENDED to decrease aur. ERP to 15.4 kw and change name from Broadcasting Foundation Inc. to WKBW Inc.

Modification of CP

KBTV Dallas, Tex.—Mod. CP new commercial TV station for extension of completion date.

TENDERED FOR FILING

Assignment of CP

KTTV Los Angeles—Consent to assignment of CP to KTTV Inc.

WEKR Fayetteville, Tenn.—Consent to assignment of CP to Elk River Bcstrs. Inc.

AM DELETION

WOND Highland Bcstrs. Inc., Oak Ridge, Tenn.—Deleted AM station on 1450 kc 250 w unl.; call cancelled.

August 25 Decisions . . .

BY COMMISSION EN BANC

Renewal of License

KSEI-FM Radio Service Corp., Pocatello, Ida.—Granted renewal of license for period ending March 1, 1950.

WEBC-FM Duluth, Minn.—Granted renewal of license for period ending March 1, 1949.

WNYC-FM New York—Same.

License Extension

WPEN-FM Philadelphia—Further extended license on temp. basis for period ending Dec. 1.

WINC-FM Winchester, Va.—Present license further extended on temp. basis to Dec. 1, pending final action on renewal application.

WXWL-FM Indianapolis—Same.

Temporary Renewal

WFMN Alpine, N. J.—Granted renewal of license on temp. basis to Dec. 1, pending filing of CP.

License Renewal

WBOE Cleveland—Granted renewal of license for noncommercial educational FM station for period ending Sept. 1, 1951.

Hearing Designated

Charles E. Salik, San Diego, Calif.—Designated for hearing application for new TV station in consolidated proceeding with other pending applications for San Diego.

Changes Granted

Allen B. DuMont Labs. Inc., Pittsburgh—Granted application to make minor changes in CP new TV station.

License Renewal

WWXL Peoria, Ill.—Granted renewal of license for period ending May 1, 1951.

License Extension

KPMO Pomona, Calif.—Present license extended on temp. basis for period ending Dec. 1.

License Renewal

KIPA Hilo, Hawaii.—Granted renewal of license for period ending May 1, 1951.

License Extension

Licenses for following stations were further extended on temp. basis to Dec. 1, for reasons indicated.

WENA Bayamon, P. R.—Pending completion of application for renewal, particularly questions in Form 303 relating to number of proposed spot announcements.

WHKP Hendersonville, N. C.—Pending action on application for assignment of license.

WJVB Jacksonville Beach, Fla.—Pending receipt of additional information.

WPAB Ponce, P. R.—Pending hearing re program service.

WDEL Wilmington, Del.—Pending readjustment of its ant. to conform to rules and regulations.

Petition Denied

WPAB Ponce, P. R.—Denied petition requesting reconsideration of the Commission's action in designating for hearing application for renewal and for grant of such application without hearing.

Petition Granted

WJBW New Orleans—Granted petition in part, for extension of temp. license to operate WJBW, and license was extended to Dec. 1, provided, however, petitioner may make application for further extension of temp. license pending showing that it is proceeding diligently in prosecution of its appeal.

AM—1580 kc

Shamrock Texas Bcstg. Co., Shamrock, Texas—Granted CP new station 1580 kc 250 w D; estimated cost: $16,850.

AM—1450 kc

Plains Broadcast Co., Clovis N. M.—Granted CP new station 1450 kc 250 w unl.; engineering cond.; estimated cost: $12,000.

AM—1230 kc

The Deming Bcstrs., Deming, N. M.—Granted CP new station 1230 kc 250 w unl. time; engineering cond; estimated cost: $14,511.

AM—1300 kc

Snowden Radio Enterprises, Jennings, La.—Granted CP new station 1300 kc 1 kw D; engineering cond.; estimated cost: $19,401.

AM—980 kc

Snowden Radio Enterprises, Midland, Tex.—Granted CP new station 980 kc 1 kw D; engineering cond.; estimated cost: $19,401.

AM—1580 kc

Snowden Radio Enterprises, Winfield, Kan.—Granted CP new station 1580 kc 1 kw D; estimated cost: $18,000; engineering cond.

Hearing Designated

Floral City Bcstg. Co., Monroe, Mich.—Designated for hearing application for new station 1430 kc 500 w DA D.

Radio St. Clair, Inc. Marine City, Mich.—Designated for hearing application for new station 1590 kc 500 w D and made station WAKR Akron, Ohio, party to proceeding; and denied it's request for relief insofar as it requests relief inconsistent with foregoing action, otherwise it is designated for hearing in consolidation with Radio St. Clair's application and with particular reference to following issue: "To determine whether station WAKR is operating as authorized in its license and if not whether it would be practical, feasible, and in the public interest to require WAKR to operate otherwise."

AM—1260 kc

Cotton Belt Bcstg. Co. Greenville, Miss.—Granted CP new station 1260 kc 1 kw D, engineering; estimated cost $16,500.

AM—1600 kc

Brownsville Bcstg. Co. Brownsville, Tex.—Granted CP new station 1600 kc 1 kw DA D, engineering cond. and subject to provision that applicant agrees to satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour, and provided applicant agrees to satisfy legitimate complaints of cross modulation occurring due to proximity of KVAL; estimated cost $28,650.

Waiver Granted

KBYR Anchorage, Alaska—Granted waiver Sec. 3.30 to permit use of studio at trans. site, pending completion of main studios in Anchorage.

License for CP

KSMN Mason City, Iowa—Granted license for new station and granted waiver Sec. 3.30 (a) permitting station to identify its location as Mason City.

Extension of SSA

WNYC New York—Granted extension for 6 mo. from Sept. 2, 1948, of SSA to operate 6 a.m. EST to local sunrise at New York and from local sunset at Minneapolis, to 10 p.m. using DA-2 designed therefor.

Modification of CP

WTSP St. Petersburg, Fla.—Granted mod. CP to make changes in DA.

Grant Revised

Roger Williams Bcstg. Co. Pawtucket, R. I.—Adopted revised order covering grant, announced Aug. 14, of CP for new station 1380 kc 500 w D, to specify cond. that officers and directors divest themselves, within 20 days, of all interest in WEAF Providence.

BY COMMISSIONER WEBSTER

Petition Granted

Pynchon Bcstg. Corp. Springfield, Mass.—Granted petition for extension of time to file exceptions to Commission's proposed decision in Dockets 7325 and 7886; time extended to Sept. 1. 1948.

August 25 Applications . . .

ACCEPTED FOR FILING

WCUM Cumberland, Md.—License to cover CP new standard station.

WDUK Durham, N. C.—License to cover CP change hours, increase power, etc.

AM—1280 kc

WNAM Neenah, Wis.—CP change hours from D to unl., increase power from 1 kw D to 1 kw DN, install DA-N.

Modification of License

WKOX Framingham, Mass.—Mod. license to change hours from D to limited.

Modification of CP

KPAC Port Arthur, Tex.—Mod. CP increase power, etc., for extension of completion date.

WDEV Waterbury, Vt.—Mod. CP change hours, install DA-N etc., for extension of completion date.

Program Authority

National Bcstg. Co. Inc., New York—Extension of authority to transmit programs to CBL and CBM and other stations under control of Canadian Bcstg. Corp., for period beginning Sept. 15. Also extension of authority to transmit recorded programs to all stations under control of Canadian authorities that may be heard consistently in U. S., for period beginning Sept. 15.

Acquisition of Control

KVMV Twin Falls, Ida.—Acquisition of control of licensee corporation by Franklin V. and Velma A. Cox by retirement to treasury of 15 shares of outstanding common stock.

K W K
WEATHER-BIRD SHOES
for Boys and girls
EDWARDS SCHOOL of BUSINESS

NEW Flashcasting promotion sign w inaugurated by KWK St. Louis on Au 10. Sign is located at the corner o Washington and North Grand Ave. an is operated from the news room i the Hotel Chase where KWK has i studios.

Licenses Extended

ORDER has been adopted by FC to extend to Nov. 1, 1949, the license term of every experimental Class 2 station in the general mo-bile service whose license normally expires Nov. 1, 1948. Extensi is made in exact accord wit terms of present license and i subject to such earlier terminati as the Commission may determi in its decision with respect to pend-ing proceedings involving such sta-tions.

Transfer of Control

KBST Big Spring, Tex.—Consent to transfer of control of licensee corpo-tion to Big Spring Bcstg. Co.

WMAN Mansfield, Ohio—Involunta transfer of control of licensee corpo-tion from Monroe F. Rubin, deceas to Ruth Rubin, executrix of estate Monroe F. Rubin.

CP to Reinstate

WGAU-FM Athens, Ga.—CP to rei-state CP new FM station, which e-pired 7-20-48.

WLAG-FM La Grange, Ga.—CP to re-instate CP new FM station, which e-pired 6-6-48.

WSTP-FM Salisbury, N. C.—CP to re-instate CP new FM station which e-pired Aug. 15.

Modification of CP

WITH-FM Baltimore—Mod. CP ne FM station for extension of comp-tion date.

WMIN-FM St. Paul, Minn.—Same

WMUR-FM Manchester, N. H.—Sa

(Continued on page 85)

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*

GEORGE H. ROEDER
General Manager

Exclusive National Representatives

WEED & CO.

New York, Chicago, Boston,
Detroit, Atlanta, Hollywood,
San Francisco

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S FIRST THREE MARKETS

ATLANTA
MACON
SAVANNAH

The Georgia Trio

WAGA ATLANTA 5000W · 590Kc
WMAZ MACON 10,000W · 940Kc
WTOC SAVANNAH 5000W · 1290Kc

The C.B.S. Affiliates in Georgia's First 3 Markets

Represented, individually and as a group, by THE KATZ AGENCY, INC.

CBS PRESSING GREEKS FOR MORE POLK DATA

DISSATISFIED with the Greek overnment's investigation of the laying of CBS Correspondent eorge Polk, the network has rged the appointment of a com- ission of Greek Supreme Court dges "to supplement the work f the police and widen the scope f the inquiry."

This was disclosed by Winston urdett, CBS correspondent who eturned recently from Greece, in n interview on Edward R. Mur- ow's news program on CBS Aug. 0.

Mr. Burdett has been probing he death of Mr. Polk for the last our months on assignment from he network. He returned to the . S. two weeks ago to compile aterial for a broadcast titled *BS Report No. 3 on the Murder f George Polk*, slated for Sept. 10:30-11 p.m.

Mr. Burdett said in the Murrow rogram interview that "the Greek olice, it seemed to us, had de- oted about 90% of their energy examining one angle, the Com- unist angle; and about 10% to nvestigating other possibilities."

WLBR and AFRA to Draw Contract for Announcers

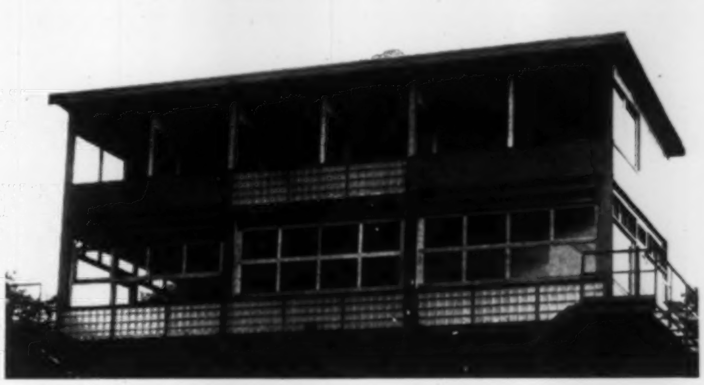
WLBR Lebanon, Pa., is expected begin negotiations this week with he American Federation of Radio rtists on a contract covering its ix-member announcing staff, ac- ording to Julian F. Skinnell, op- rations manager of the station.

The WLBR announcers voted in recent National Labor Relations oard election to have AFRA cer- ified as their collective bargaining gent, and all of them have affili- ted with AFRA, Mr. Skinnell said. roduction Manager William Hal- ern, who has supervision over the nnouncing staff, was excluded rom the union.

Mr. Skinnel said he believes WLBR will be the first station be- ween Philadelphia and Pittsburgh sign a union agreement for an- ouncers.

RADIOMEN'S PRESS BOX DREAM

Facilities at St. Bonaventure Made to Order To Fit Suggestions of WHDL Olean



Deluxe radio-press box at St. Bonaventure.

* * *

ST. BONAVENTURE COLLEGE, Olean, N. Y., a small school with a bigtime sports program, believes in giving radiomen covering football games the kinds of facilities they dream about.

Nearing completion at St. Bonaventure's two-year-old Forness Stadium is a two-story glass-enclosed press box with the entire upper floor given over to broadcasting facilities. Six broadcasting booths, each glass-enclosed and measuring 7 x 9 feet, have separate entrances and soundproof lower walls and ceilings. Tables and other equipment in the booths are provided for the convenience and comfort of the radiomen.

Although it hadn't been planned that way originally, the college went all out to cooperate when the need for larger broadcasting facilities in the press box was called to its attention.

John R. Henzel, station manager of WHDL Olean, reports that when his station learned that the facilities planned were not adequate WHDL approached college officials and the builder-donor of the stadium, Fred Forness, former Olean mayor, with a view to persuading them that changes should be made. A meeting was arranged with college representatives and Mr. Forness, and the architect was called in.

"They took all of our suggestions," said Mr. Henzel, "in fact, we designed the entire broadcasting floor."

Commenting further on the equipment within the studios and on the attitude of the college towards radio, Mr. Henzel said:

"Special tables for engineers and equipment are placed in the rear of each booth but still allow plenty of room for half-time interviews. . . . Portable tables 28 inches high and 15 inches wide were furnished for maximum sight. There is a built-in socket for a portable reflector. We also had AC outlets installed in case of an emergency and outlets for portable electric heaters. . . . The thing that stands out in my mind . . . is the equal importance for the working comfort of radio personnel that was stressed by St. Bonaventure College."

WKBZ-FM IS LAUNCHED AT MUSKEGON, MICH.

WKBZ-FM Muskegon, Mich., took the air this month on Channel 293, 106.5 mc with an effective radiated power of 4.7 kw. The FM station will be operated on an interim basis pending arrival of a transmitter of higher power in September, according to Grant F. Ashbacker, station president.

After 22 years on 1490 kc with 250 w power, the AM operation, WKBZ, has boosted its power to 1,000 w fulltime on 850 kc. Struggles for these facilities resulted in the famous U. S. Supreme Court Ashbacker Decision, frequently quoted by the FCC.

New station facilities, acquired at a cost of more than $160,000, on 64 acres of land, include a modern transmitter building, new RCA and Raytheon equipment, four Winchester towers and a 25 kw diesel powered standby generator.

WXLW INDIANAPOLIS LAUNCHED ON 1590 KC

A NEW daytime independent, WXLW Indianapolis took the air Aug. 18 with 1,000 watts on 1590 kc. A sister operation, WXLW-FM, was scheduled for launching last Friday on Channel 234 (94.7 mc) with an effective radiated power of 12 kw.

Both operations are owned by Radio Indianapolis Inc., an organization of prominent Indianapolis business men. Operating the station are George S. Losey, station manager; Samuel R. White, commercial manager; Ward Glenn, program director, and Charles Alter, chief engineer. Station representative is Burn-Smith Co.

WXLW-FM is duplicating all AM programs and continuing by itself after sunset hours. Towers, transmitters and studios of both stations are located at 30th St. and Kessler Blvd. Business and sales offices are in the downtown Indianapolis Athletic Club.

New TV Transmitter

NEW TELEVISION transmitter is being installed by WPTZ(TV) Philadelphia during September at a cost of $87,000. The equipment is the latest RCA type.

MOTOR CO. of Southern Indiana, first sponsor to sign with WCSI (FM) Columbus, Ind., one year ago, has renewed contract for second year.

1 GETS YOU FOUR ON WBNX
ENGLISH
Entire English Speaking Population
YIDDISH
2,350,000 Jewish Speaking Persons
GERMAN
1,236,000 German Speaking Persons
ITALIAN
2,103,737 Italian Speaking Persons
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

t takes four—the four udiences guaranteed by BNX—English, Yid- ish, German, Italian— cover ALL New York.

Thus, WBNX, New ork's four-star station, its the needs of *all* listen- rs . . . reaches all the eople you want to sell n this multi-language rea.

YOU CAN HEAR THE DIFFERENCE
WMPS
MEMPHIS
68
On Your Radio
10,000 W Day Time
5000 W Night Time
YOU CAN HEAR THE DIFFERENCE
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

WTAR

WTAR-NORFOLK sets your sales and profits a-zooming . . . because:

NORFOLK MARKET has the greatest metropolitan area population gain in the nation, 1947 over 1940 . . . 43% MORE customers, 61% MORE new households to supply, says Bureau of Census. And . . . WTAR keeps right on delivering the BIG share of this healthy market.

NBC AFFILIATE
5,000 Watts, Day & Night
Operator WTAR-FM
97.3 Megacycles

norfolk
Nat'l. Rep.: Edw. Petry & Co.

Tele-Tips from WLW-T

KENNY ROBERTS

and Lucky Penny Trio

When this youthful guitarist-singer joins with the vocal and instrumental Pennies, tele-viewers are in for a colorful, tuneful half hour of the folk music they've shown they like best. All favorites on WLW, these artists form a "Lucky" combination for selling WLW-T's ever enlarging audience.

WLW-T CINCINNATI
Crosley Broadcasting Corporation

News

ROGER **COWELL**, formerly with WCCO Minneapolis and more recently news editor of WDAY Fargo, has rejoined WCCO as night news editor, replacing **RALPH ANDRIST**, who has joined "Better Homes and Gardens."

BAYLISS (Jim) CORBETT, former chief morning newscaster at WNAX Yankton, S. D., has joined news bureau of WFDF Flint. He previously was in Foreign Broadcast Intelligence Service of FCC.

H. R. EKINS, author, editor and former foreign correspondent, will begin five-weekly newscast over Colonial FM Network, Sept. 20 when network begins operations. He formerly was with WSYR Syracuse, UP, "New York Times," "Christian Science Monitor," directed public relations for United Service to China Inc., and is author of several books. Initial stations in Colonial are WKRT-FM Cortland, WOPT-FM Oswego, WKNP-FM Corning, WWHG-FM Hornell, and WHLD-FM Niagara Falls, all in New York.

BOB GRANT, graduate of NBC-Stanford Radio Institute and formerly with stations in Washington and Idaho, has joined news staff of KNBC San Francisco.

HUGH McCOY, former reporter and newscaster with "North Adams (Mass.) Transcript" and its WMNB North Adams, has joined WFLY Troy, N. Y., as news editor and newscaster. He previously was with WNAC and WCOP Boston and with newspapers in New York and New England.

ERNEST McIVER, former news editor with WTOP Washington for seven years, has been appointed to Washington public relations staff of Trans World Airline.

NBC TELEVISION newsreel, following its move from 630 9th Ave., to RKO-Pathe Studios at 106th St. and 5th Ave., New York, about Oct. 1, will be integrated with network's news operations. **WILLIAM F. BROOKS**, vice president in charge of news and international relations, will continue to supervise department.

BILL MARTIN has started five weekly ten-minute sportscast on KFVD Los Angeles.

BERT LEE, WHN New York sports broadcaster, will edit new weekly sports tabloid "Sports Extra," due to appear on news stands Sept. 15. **CHARLES BLOOMFIELD**, publisher who announced Mr. Lee's appointment as editor, said the newspaper is designed for sports writers, fans and sports broadcasters.

PAT BURTON, WBBM Chicago news writer, has received certificate of merit from American Medical Assn. for her contribution to advancement of medicine through radio, which was made during group's Chicago convention in June.

Daughter Engaged

FCC COMR. E. M. WEBSTER and Mrs. Webster last week announced the engagement of their daughter, Dorothy Frances, to Lieut. (j.g.) Harry Igor Ansoff, USNR, son of Mr. and Mrs. S. E. Ansoff of New York. Wedding is to take place Oct. 1 at Walter Reed Memorial Chapel, Washington. The couple plan to reside in Los Angeles.

New Philco Book

PHILCO CORP. is now distributing a book to the trade on the various projects covered by its Contact Field Service Division. Entitled *Philco World Wide Service with the Armed Forces Today*, the book covers in pictures and text the activities of this department and a few of the many locations in which its men operate.

RECORDED TALKS USED IN RADIO NEWS CLASS

BROADCAST news techniques were taught last week to students at the U. of Denver summer course in radio journalism through the use of recorded talks by five broadcasters. Arthur Stringer, NAB director of special services and FM, was "dean" of the course, aided by "live" as well as recorded teachers.

Jack Harris, general manager of KPRC Houston and a director of the Council on Radio Journalism, described station methods in his recorded talk, with portion of a disaster account by Pat Flaherty, station news director. Dick Crombie, general manager of KBRO Bremerton, Wash., reviewed benefits of news experience in management work. William B. Ray, NBC's Chicago news and special events manager, demonstrated use of recorded phone conversations.

William Warrick, news director of WJOB Hammond, Ind., emphasized in his recorded talk basic principles of radio news coverage. Marjorie Jordan, news director of WFNC Fayetteville, N. C., traced local news coverage methods.

Live "professors" included four Denver news directors, Jack Fitzpatrick, KFEL; Sheldon W. Peterson, KLZ; Dick Leonard, KMYR; William R. Day, KOA. Others were: Lowell Watts, farm director of KLZ; Judith Waller, public service director of NBC Chicago; R. Russell Porter, U. of Denver radio coordinator; Prof. Lyle Liggett, of the university's journalism department.

McRaney Named

BOB McRANEY, general manager of Mid-South Network, has been named chairman of the NAB District 6 Small Markets Committee. Appointment was announced by Henry W. Slavick, District 6 director. Mr. McRaney has called a meeting of his committee Oct. 11-12 at the Buena Vista Hotel, Biloxi, Miss., during the district's annual convention.

Allied Arts

DONALD **DAVIS**, former script w and dialogue director for Param Pictures Inc., has been appointed ecutive producer for television duction unit of World Video Inc will begin work immediately on se of dramatic shows to be produced conjunction with Actor's Studio

ROBERT B. SPAFFORD Jr. has join RKO-Pathe, New York, as assistan **PHILLIPS BROOKS NICHOLS**, ma ger of RKO-Pathe commercial and vision department. He will serve contact, sales and creative capaci Mr. Spafford is veteran writer for presentations.

BETSY ANN PLANK, former assis program director of KQV Pittsbur has been appointed assistant acc executive at Mitchell McKeown ganization, Chicago public relati counseling firm.

GOLDEN GATE College School of vertising will be opened Sept. 20 in Francisco by San Francisco Adv. C Instructors will include **ROB BEAUMONT**, Foote, Cone & Bel account executive, who will course in advanced copywriting; **RI ARD L. LEMEN**, art director of Be mont & Hohman, teaching layout visualization. **BYRON MacFAYD** N. W. Ayer & Son copy director, direct course in general advertising be conducted by 18 specialists in field.

Equipment

RICHARD A. WHITE, formerly in department of Bace Television Co Hackensack, N. J., has been appoi sales manager of Transmirra Prod Corp., New York.

HAROLD CHARLES J. NESBITT been appointed advertising manage Hallicrafters Co., Chicago. He pr ously was with Montgomery, Ward Co., and Goodyear Tire & Rubber

WALTER WIDLAR, formerly with K Alice, Tex., in engineering and capacities, has rejoined Bird Electr Corp., Cleveland, Ohio, as project m ager of radar and television trans ter test equipment applications.

WGNR Opening

WGNR New Rochelle, N. Y., station whose studios are near c pletion at 524 N. Ave., is slated go on air early in September. station is owned by the New chelle Broadcasting Service with Julian H. Gins as preside

GAYLE V. GRUBB, general man of KGO San Francisco, this mo presented a transcription of "C munism—U. S. Brand," ABC docum tary broadcast of Aug. 2 and 8 Herbert Hoover Memorial Library Stanford U.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

OVER 250 TO ATTEND NBC AFFILIATE MEET

T LEAST 250 delegates will attend the second annual NBC convention for station affiliates in Sun alley, Ida., Sept. 22-25, accordg to the network last week. The BC Stations Planning and Adisory Committee will meet Sept. and 21 at Sun Valley, with Paul . Morency, SPAC Chairman and ice president and general manger of WTIC Hartford, presidg.

Meanwhile, three weeks study of levision programming, production nd engineering was completed by executives from NBC AM affiliates in New York last week. A imilar course was subsequently lanned for October.

Those participating and who ere awarded certificates upon ompletion were:

Martin Campbell and Ray Collins, FAA Dallas; Frederick Merrill, RCA stitutes Inc., New York; Sydney Head, IOD Miami; Monte Kleban and harles Jeffers, WOAI San Antonio; ranklin McPeak, McClatchy Broadcastg Co., Sacramento, Calif., which owns BC affiliates KOH Reno and KMJ resno; Wilson Mount, WMC Memphis; red Herendeen, WOC Davenport, Iowa; ichard von Albrecht, WMAQ Chicago; obert J. Spencer, WTAM Cleveland; ryon A. Carlisle, WDAF Kansas City; ck Kerrigan, WHO Des Moines and erbert P. Kauffman, WSMB New Orans.

ept. 1 Opening Slated or KDFC San Francisco

DFC (FM) San Francisco is cheduled to go on the air Sept. , according to Sundial Broadcastorp., licensee. With a power of kw on Channel 271, 102.1 mc, he station will operate seven and half hours daily.

William R. Crocker is president f Sundial. Edward Davis is business and promotion manager and dward G. K. Deverell is program anager. Herbert C. Florance is he chief engineer. Technical equipent is by Westinghouse.

EW DRAMATIC series, "Actors Theaer," prepared by ABC, Actor's Studio nc. and World Video Inc., will debut n WJZ-TV New York and ABC telesion network, Sunday, Sept. 19, from 30 to 9 p.m.

This is A HEREFORD

Colored red and white, a Hereford is but one of many breeds of beef cattle, but it is recognized by many as the best . . . just as K-TRIPLE-X is recognized as the best for coverage of the rich, hard winter wheat belt, of the High Plains ! ! ! ! ! !

KXXX *Your High Plains Station*

Colby, Kansas

5000 Watts on 790 kc

Represented Nationally By RURAL RADIO CO.

Agencies

(*Continued from page 8*)

Assoc., and **WILLIAM T. MASLOWE**, previously with J. Walter Thompson Co., Chicago.

COLUMBIAN Adv., Los Angeles, moves to new building leased at 307 N. Harvard St. Telephone: Olympic 2768. **ROBERT SNETSINGER** joins agency as account executive.

VIOLA NOLAN advances from media department to assistant radio timebuyer with Harry B. Cohen Adv., New York.

JACK FITZGERALD, former director of special events for New York State War Finance Committee and field director of American Heritage Foundation (Freedom Train), joins St. Georges & Keyes, New York, as research director.

WALTER W. MARTO, formerly with Copley newspaper chain in southern California, opens his own advertising offices at 1472 E. Walnut St., Pasadena, Calif.

FRANK PAUL NEWTON Adv., San Francisco, moves to new quarters at 425 Bush St.

CHET BROUWER, publicity director of N. W. Ayer & Son, is in New York for three weeks conferences relative to television.

M. M. YOUNG Adv., Los Angeles, moves to new offices at 210 W. 11th St. Telephone: Richmond 7-2676.

JIM NUTTER Adv., San Francisco, moves to new quarters in Flood Bldg.

Paley Lends a Hand

WILLIAM S. PALEY, CBS Board chairman came through in the clutch Aug. 19 with a big-league "assist". The Yankees' Joe DiMaggio, attending Babe Ruth's funeral services in New York, was so moved he stayed on through the solemnities, heedless of the fact his team that afternoon was to play the Senators in Washington. When Mr. DiMaggio got out of the cathedral a downpour had begun and no taxis were to be found. Mr. Paley happened along and insisted the tardy slugger take his car for the long drive to La Guardia Airport. Mr. DiMaggio arrived in time for the third inning. The Yankees won.

Mississippi Non-Network Outlets Form New Group

FOR THE PURPOSE of exchanging program ideas and improving their "service to the public" a group representing most of the non-network stations in Mississippi organized The Mississippi Independent Broadcasters at a luncheon meeting Aug. 15 in Jackson, Cy N. Bahakel, WKOZ Kosciusko general manager and chairman of the new group, reports.

Eventually a statewide coverage for advertisers may be afforded by Mississippi Independents, according to Mr. Bahakel, who emphasized that the newly organized group "does not in any way conflict with the Mississippi Broadcasters Assn."

Members of the group are: Tullius Brady, WJMB Brookhaven; Marvin Reuben, Hub City Broadcasting Co., Hattiesburg; Kenneth H. Quinn, WAPF McComb; Jim Ownby, WJXN Jackson; Wilbur Cole, WHOC Philadelphia (Miss.); Guy Corley, WAZF Yazoo City, and Mr. Bahakel.

William H. Fluhrer

WILLIAM H. FLUHRER, Republican nominee for the Oregon State Senate, was killed Aug. 22 when the plane he was piloting crashed into Lake of the Woods, in Oregon. Mr. Fluhrer had been an officer of Radio Television Corp., applicant for a regional facility in Medford, Ore. The application was dismissed last December. Three other Oregon party leaders were killed in the crash. They had been attending a gathering of Western Oregon legislators.

A RED, white and blue mobile television unit has been delivered to WENR-TV Chicago and is expected to be used for opening of the new ABC television outlet on Channel 7 Sept. 17.

IN ATLANTA IT'S WCON

THE ATLANTA CONSTITUTION STATION

NATIONAL REPRESENTATIVES HEADLEY-REED COMPANY

679,973,000

Retail sales to families in WCON's coverage area were six hundred seventy-nine million, nine hundred and seventy-three thousand dollars in 1947.

WCON is the medium to help get your share. Write or wire Headley-Reed Company for availabilities.

WCON

5000 WATTS • 550 KC

A SELLING STATION in a BUYING CITY...

WBNS

COLUMBUS, OHIO

... nationally represented for 15 years by

JOHN BLAIR & COMPANY

Offices in Chicago • New York • Detroit

St. Louis • Los Angeles • San Francisco

Technical

BILL CHAMBERS, veteran radio engineer, has been appointed chief engineer at WLOS Asheville, N. C.

RAYTHEON MFG. Co., Special Tube Section, Newton, Mass., has announced addition to its sub-miniature line of type CK571AX electrometer tube. Filament of tube is designed to be operated directly from ordinary battery cell and draws but 10 ma at its nominal rating of 1.25 volts. Raytheon also announces new model to its voltage stabilizer line. Model has been custom engineered specifically for building into electronic equipment where space and weight limitations are critical, firm states. It is miniature 5-w stabilizer for operation at input voltage of 95 to 130 volts AC, 60, cycles, single phase, with output of 120 volts stabilized to plus or minus ½%.

Signals Crossed

RINGING of a telephone means very little to Sig Mickelson, news director of WCCO Minneapolis, but he will jump for the phone receiver at the sound of an auto horn. This rather odd reaction is due to the news chief's recent move into new home in suburban housing development under construction. Learning that telephone service would not be available for two months, Mr. Mickelson asked the aid of J. J. Beloungy, WCCO chief engineer. Problem was solved by installation of mobile telephone in Mr. Mickelson's car. Next problem to arise was that of the phone signal. Ordinary ring could not be heard inside the house, so newsman and engineer hooked up the phone to the auto horn. Now, everytime the horn blows, Mr. Mickelson races out of the house, climbs into the car and says "Hello."

KVEN Ventura, Calif., Opens 250-w Operation

KVEN Ventura, Calif., 250-w station on 1450 kc, went on the air last week by broadcasting a major sports attraction. With a line from Radio Central Los Angeles, the station received the Los Angeles Dons game from KFWB Los Angeles which handles the schedule. All other games planned.

Station will make similar tieups with other independent stations for comparable events, when possible, according to Mort Werner, general manager, and Harry Engel, commercial manager.

IRE WEST COAST MEET OUTLINES ITS AGENDA

READING of technical papers covering various phases of radio engineering will mark the six sessions of the three-day convention of Institute of Radio Engineers starting Sept. 30 at the Biltmore Hotel, Los Angeles. Program is as follows:

Thursday, Sept. 30

1:00-4:45 p.m.

Broadcasting, Allied Arts—Chairman, Bernard Walley, RCA-Victor Div., Los Angeles.

Greetings, Los Angeles Section—Walter Kenworth, section chairman.

A Low Cost Program System—I. Gifford and A. P. Chesney, Langevin.

Antenna Input Systems for TV Receivers—D. E. Foster, Halzeltine Research Inc. of Calif.

Subject to be announced, RCA Research Lab., Princeton, N. J.

Operation of AM Transmitters into Sharply Tuned Antenna Systems—W. H. Doherty, Bell Telephone Labs., Whippany, N. J.

1:15-4:45 p.m.—Computers — Chairman A. R. Willson, Boeing Aircraft Co., Seattle.

Greetings, Los Angeles Section—Walter Kenworth, section chairman.

Outlook for Electronic Computers—J. L. Barnes, U. of Calif.

Input and Output Equipment for Electronics Computers—C. H. Page, Bur. of Standards.

Electronic Techniques Applied to Analog Methods of Computation—D. G. McCann, C. H. Wilts, B. M. Locanthi.

Design, Use of Reevac, A General Purpose Electronic Digital Computer; Samuel Lubkin, Reeves Instrument Corp.

8:00-10:30 p.m.—Audio Symposium—E. S. Naschke, Calif. State Highway Patrol, Chairman, Sacramento Section IRE.

Friday, Oct. 1

9:00-11:40 a.m.

Measurements, Propagation — O. A. Steele, Chairman, Portland Section IRE.

A New Type of Direct Reading R. F. Phase Meter for Low Level Signals—M. K. Goldstein, Naval Research Lab.

Determination of Shunt Resistance of Cavity Resonators by Means of Electrical Network Analyzer—F. W. Schott, K. R. Spangenberg, Stanford U.

A Method of Obtaining the Product of Two Voltages—M. A. H. El-Said. Paper presented by D. B. Sinclair, General Radio.

Propagation Measurements at High Radio Frequencies over Flat Desert Terrain—J. P. Day, L. C. Trolese, Naval Electronics Lab.

2:30-5:15 p.m.

Electronic Devices—L. E. Reukema, U. of Calif., Chairman, San Francisco Section IRE.

Signal to Noise Ratios of Linear Detectors—R. H. DeLano, Hughes Aircraft Co.

A Mass Spectrometer Designed for Industrial Use—C. E. Berry, R. L. Sink, Carl Spaulding, Consolidated Engineering Corp.

Problems in Design of Megawatt Output Klystrons for Pulsed Operation—Marvin Choderow, E. L. Ginzton, Stanford U.

Application of Microwave Spectroscopy to Determination of Interatomic Distances in Molecules—D. K. Coles, Westinghouse Research Lab.

Saturday, Oct. 2

9:00 a.m.-12:00 Noon

Systems and Navigational Aids—C. N. Tirrell, Naval Electronics Laboratory, San Diego, Chairman, San Diego Section IRE.

Systems Engineering Aspects in Military Communications—W. S. Marks, U. S. Signal Corps Labs.

V.H.F. Omni-Directional Range—CAA. Design of Radar Set for Commercial Airlines—F. G. Shuffield, Consulting Engineer.

Design of Antennas for Optimum Directivity—T. T. Taylor, Hughes Aircraft Co.

Band Width Reduction in Communication Systems—W. G. Tuller, Melpar, Inc.

FCC PASSES SCHOOL LOW-POWER FM RULES

RULES CHANGES to permit the operation of noncommercial educational FM stations with powers of 10 w or less have been made final by FCC. Proposed in June, the changes were seen effecting a boom in school broadcasting [BROADCASTING, June 21].

Effective Sept. 27, the new rules concern engineering and related matters and constitute amendment of Sub-part C of Part 3 of the Commission's rules. The stations may employ transmitters with power outputs up to 10 w and which normally shall be operated on 88.1 mc.

One comment on the Commission's proposal had been received which suggested the FCC authorize non-profit commercial operation but it was declared beyond the scope of the original notice of proposed rule making. The Commission recognized in its order making the rules final that the amendment "will make possible the entry into the noncommercial educational FM broadcast field of many educational institutions which might not be able to afford the construction and operation of high-powered stations."

VA Is Coordinating Radio For 'Handicapped Week'

RADIO STAFF of the Veterans Adm. will coordinate radio coverage for National Employ the Physically Handicapped Week, Oct. 3-9. Both the Advertising Council and the NAB are cooperating in plans for the week. A fact sheet, spot announcements, and program features and ideas are available from all three sources.

Inquiries on network coverage of the week are being handled by: Charles Dillon, VA central office, Washington, D. C.; Don Weiss, VA branch office #2, New York City; Wallace Ruggles, VA Los Angeles regional office.

Cabs Can Be Assets

"CALL A CAB" may seem like a ridiculous solution when one finds he has lost his vital telephone contact with the transmitter before studio sign-on—but Morning Man Russ Reardon at WTOB Winston-Salem, N. C., swears by it. Confronted with this emergency Mr. Reardon dispatched a cab with FM mobile equipment to the transmitter site three miles away when a routine time check at 5:45 a.m. Aug. 18 revealed the transmitter phone was out-of-order. The driver relayed a report via his FM set to the taxi dispatcher who in turn advised Mr. Reardon that the dead phone was the only trouble and that broadcast operations could get underway. The operation consumed only six minutes.

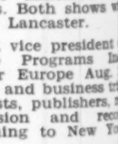
NBC Reveals Its Plan For UN Day Observanc

NBC has announced plans f week-long special programming i connection with the nationwide o servance of United Nations D from Oct. 17-24.

The network has scheduled preview of UN week for Satu day, Sept. 18, with two forum originating in the NBC Radio Ci studios in New York. The fir will be an international confe ence of YWCA representative and the second a *Forum on t United Nations*, which is to i clude a pickup from the UN Ge eral Assembly in Paris.

The local New York observanc sponsored by NBC, will consist a six-day festival in Rockefell Plaza, including broadcast tal by national and local figures, fol dancing, and concerts.

Turntable



FREDERIC W. ZIV Co., Cincinna has announced sale of its "Wa King Show" to Sprenger's Brew Co., Lancaster, Pa., for 52 wee through William B. Andes Adv., a "Pleasure Parade" to Lancaster Li coln Co. for 26 weeks. Both shows w be aired over WGAL Lancaster.

WINIFRED O'KEEFE, vice president Lang-Worth Feature Programs In New York, sailed for Europe Aug. for extended vacation and business t She will contact artists, publishers, r dio stations, television and reco studios before returning to New Yo in late fall.

CHARLES MICHELSON Inc., New Yo transcription firm, has announced co pletion of arrangements with Blacksto Washing Machine Co. for national c operative radio campaign starting Se 15. Campaign will use Michelso "Blackstone, the Magic Detective" s ries and is to be cooperative deal w dealers and distributors across country.

WJHL-FM Johnson City, Tenn., begun operation on 100.7 mc., 18 ho daily with 100% duplication of WJ

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC AFFILIATE

APER'S EXPANDED AM, M, TV NEARLY READY

ORK BEGUN early in Septem- r 1947 on an expansion program sting more than $500,000 for the emphis *Commercial Appeal* AM, M and TV facilities is nearing mpletion, management of the sta- ons announced last week.

Two wings with floor space ap- roximately 3,000 square feet have en added to the WMC transmit- r building. One wing is for the commodation of an RCA BTF- A 50-kw FM transmitter which ill enable the *Commercial Ap- al's* FM outlet, WMCF, to in- rease effective radiated power om 18 kw to 261 kw. The station perates on Channel 259 (99.7 mc).

The other new wing houses the levision transmitter of WMC's V affiliate, WMCT, assigned hannel 4 (66-72 mc). The trans- tter is an RCA TT5A, 5 kw sual and 2½ kw aural. Both deo and audio outputs are fed a 3-section RCA super-turnstile tenna through two 3⅛-inch axial lines.

FM and TV antenna are ounted atop a 640-ft. uniform oss-section tower, which is one ement of WMC's 4-tower direc- onal antenna system. Overall eight is 750 ft. above ground. he new tower replaces a 605-ft. wer formerly used as part of MC's directional system.

Studios and control rooms for e television operations have en built in the Goodwyn Insti- ute Bldg., in downtown Mem- his. There will be two TV udios, a smaller one on the main oor 28 ft. x 34 ft. and a larger e on the stage of WMC's audi- rium studio, which seats 1,035 ople. Four hundred square feet ve been added to the stage to commodate TV.

EW BOOK ON SCHOOL ROADCAST PLANNING

ADIO WORKSHOP FOR CHILDREN, Jennie Waugh Callahan, Ph.D. Mc- aw-Hill Book Co., New York. 398 pp. 75.

OW TO PLAN and produce hool broadcasts in which the pils put on their own shows is scribed in detail in this volume.

Subjects covered include the nning of a school workshop, the ilding of programs from all the bjects in the school curriculum, e initial-to-final steps in writing e various kinds of broadcasts, de- iled directions for auditioning ildren, casting, rehearsing and oadcasting programs in which e pupils perform.

The author, Dr. Jennie Waugh llahan, of Hunter College, New ork City, points out that "there an immediate need for addi- onal radio courses in our col- ges, universities and normal hools, to be offered in regular ssions as well as in summer and ening schools, which are designed equip college students and achers to conduct school radio orkshops." She says her book was written "to aid instructors of these college courses and to serve as a text for the college students who are preparing to use radio broadcasting as a teaching tool."

Bibliography of the book includes a list of radio scripts available for school workshops. Manufacturers of radio-workshop equipment also are listed. There is also a summary of training in broadcasting now offered by colleges and universities.

QUICK CHANGE was made by WKMH Dearborn, Mich., when it moved its transmitter and shifted frequencies between sign-off one day and sign-on the next. Station changed from 1 kw daytime on 1540 kc to 1 kw fulltime on 1310 kc. Transmitter was moved eight miles to a new four-tower array. Fred A. Knorr (l), president and general manager of WKMH, and Orville L. Hubbard, mayor of Dearborn, are shown throwing the switches to start the station on its new frequency.

INDIAN RADIO

New Nation Adheres to State Control Plan

RADIO in the new nation of India will continue for the present in the pattern of government operation developed by the British during their period of rule which ended a year ago, according to an Indian publisher and industrialist now visiting this country.

Pram Nath Nair, the Indian businessman, said in New York last week that tentative plans for commercializing All-India Radio, the state-controlled broadcasting system, which were discussed when India was partitioned into Hindu and Moslem states last year, have now been shelved.

He disclosed, however, that All-India Radio has undertaken an extensive expansion project, with additional stations to be built in several of India's principal cities. Most of the AIR programs currently originate in Bombay, Calcutta, and New Delhi. The Moslem state of Pakistan is already operating stations in Lahore, Peshewar, and Dacca, and is planning another outlet in Karachi, Pakistan's capital.

The Indian leaders, particularly Indian Premier Pandit Nehru, are using radio extensively in reaching the people, mostly through community loudspeakers, he said.

On All Accounts

(*Continued from page 10*)

cipally in the Pacific Northwest. When Baker and Assoc. took on the Boeing Airplane Co. as an account in June, shortly after the strike of some 14,000 workers had begun, radio immediately became of major importance. With 60 to 70 spot announcements on the air daily, it was reported within two weeks that 3,028 workers had been hired.

Less of an emergency account but no less a user of radio is the Alaska Steamship Co., which has a daily 15-minute newscast on every radio station in Alaska.

For the 29 member retailers associated with C. C. Anderson Stores Co., which has headquarters in Boise, Idaho, the agency likewise recommends extensive use of radio. Mr. Baker says he doesn't believe anyone has yet used radio to produce its fullest possible success for retailers. The greatest problem in department store advertising is continuity, he says, and this points to the usefulness of radio, if only store executives would forget about immediate sale of the specific item and raise their sights to the larger objective.

Although Fred does not believe in mixing politics, which he considers fun, with business, his firm will handle three political campaigns this year as a favor to old friends. One is ex-Governor Langlie, running for re-election, and the others are candidates for Congress.

Business and "fun" keep him pretty busy, but Fred Baker has time for community service too. He has served on the executive board of the Seattle Area Council Boy Scouts for 15 years, and on the Camp Fire Girls board for even longer. He has also been active for years in the annual fund-raising campaigns of the Seattle-King County Community Chest, and last year organized an unusual "sales training" program for volunteer solicitors.

Mr. Baker married the former Edel Peterson in 1929, and they have two sons, Bruce, 17, and Earle, 14. Both boys are interested in advertising.

Hobbies: Golf and fishing—"and I'd rather catch a ten-inch rainbow trout out here in the Puget Sound country than the biggest whale ever caught anywhere else."

Nothing Left to Give!

JACKPOT to end jackpots has been evolved by WIP Philadelphia. Winner not only wins hundreds of dollars worth of accumulated prizes but also the program itself. Station will give away its *Try for Fun* show for one day to the winner, the latter taking over the entire stanza during its one-half hour airtime, including production, m.c., etc. When the time comes, it will be a holiday for Mac McGuire, *Try for Fun* m.c.; his partner, Johnny Wilcox; producer-writer Ed Wallis, and Murray Arnold, program director, who conceived the idea of giving away giveaway show.

KYW
PHILADELPHIA
50,000 WATTS
WESTINGHOUSE RADIO STATIONS Inc

Promotion

PARADE display of new Dodge cars before 10,000 baseball fans was used by KCKN Kansas City to promote its coming football broadcasts which will be sponsored by Kansas City Dodge Dealers Assn. Taking advantage of fact that KCKN Baseball Announcer Larry Ray had already been signed as play-by-play announcer for the football broadcasts, station used annual Baseball Radio Appreciation Night for its football stunt. Mr. Ray was honored on that night with plaques and gifts for his baseball work. At climax of ceremony, cavalcade of eight new Dodge cars wheeled into stadium and circled diamond. First Dodge was marked "for Larry Ray" and carried three mayors of Greater Kansas City. Boy Scouts rode in the other cars. First car was presented to Mr. Ray and others circled diamond. Each car carried banner of one of individual dealers who will sponsor football broadcasts.

Hidden Name

TO STIMULATE greater readership of its program schedule among agency timebuyers, WWDC Washington has started a gimmick which it calls "Huckster's Haul." Each week name of some agency person is "buried" in schedule among program listings. If person finds his name and calls station within week, he receives award of $5. First schedule to carry hidden name devoted front cover to explaining gimmick to readers. Succeeding issues have carried small notice reading: "Look through our schedule, it's worth while! And the 'Huckster's Haul' may bring a smile . . . It's a little game of 'Hide and Seek' So 'seek' for your name . . . it may 'pay off' this week." Station reports excellent response to project.

'Bennie's Album'

SPECIAL record albums have been prepared by Franklin Brewing Co., Columbus, Ohio, through its agency, Byer & Bowman, Cleveland, to plug brewer's weekly show, "Melody Time," aired over WHKC Columbus. Album cover features "Bennie," pert character astride musical note. "Bennie" is client's official trade mark and appears on all advertising material. Album cover also mentions show and WHKC. "Bennie's Albums" are awarded to first two listeners who submit correct answers to music-slanted questions.

Promotion Report

MONTHLY promotion report will be introduced this month by WCHS Charleston, W. Va., designed to facilitate quick presentation of reports to agencies and sponsors. Report will tell WCHS promotion story to every account, large and small. Listed on single sheet will be each type of promotion regularly used by station with room for times, dates and brief explanation.

SPEARHEADING
THE PROGRESS
OF FM
WASHington D.C.
RADIO'S BEST BUY
IN THE
NATION'S CAPITAL
WASH FM
EVERETT L. DILLARD
GEN. MGR.
1319-F-STREET, NW

WLBR Market Data

COMPLETE market data, survey reports, coverage area and program information is included in new promotion folder issued by WLBR Lebanon, Pa. Folder has been mailed to all recognized agencies. Cover features coverage map with primary area indicated by five-point star. Lebanon in center is surrounded by five major cities which are represented on coverage map as five points of the star.

Interprets Hooper

FIRST in series of mailing pieces have been sent out by WIS Columbia, S. C., interpreting Hooperatings for the area and what they mean in regard to WIS. Mailings, which are titled "WIS Success Stories," are mailed to all clients, station representatives and potential clients. First issue included two sheets: First was interpretation of complete Listening Index Share of Audience Hooper and second with audience rating during one particular time when WIS airs two outstanding shows.

Joint Promotion

RECIPES are being used for joint promotion of WTAG Worcester, Mass.' "Modern Kitchen" program and Hillcrest Dairy, one of the program's sponsors. Lyda Flanders, who conducts show, sends Hillcrest advance information about her recipes which feature Hillcrest products. Dairy in turn informs its routemen, who remind customers that there is a special on the products featured in Mrs. Flanders' recipes for the coming day.

'Talking Man'

PRIZES totaling $2500 were donated by 34 Marin (Calif.) County merchants for use in "Talking Man" contest recently conducted over 13-week period by KTIM San Rafael, Calif. Award of prizes was made from stage of local movie house. Judges were selected from theatre audience. Names of weekly contest winners and four runners-up were presented to judges who selected prize winners. Top winner received $1,510 worth of merchandise and three runners-up received prizes.

Gifts From Fans

IT WAS a gala night for Bruin ball players Bob Borkowski and Tony Jacobs when Don O'Brien and Bill Hurley of KIOA Des Moines presented them with dozens of gifts from enthusiastic fans and Des Moines merchants. After three weeks of plugging the idea of gifts for the two popular players, KIOA made the presentation between games of a Des Moines-Pueblo twin bill. The two got radios, clothing, sports equipment, household goods and over $340 in cash.

Swing Your Partner!

OLD-TIME Fiddler's Contest on WNAX Yankton, S. D.'s "Missouri Valley Barn Dance" is offering $100 in prizes to three top fiddlers and week's appearance on WNAX to first place winner. "Champion Old-Time Fiddler of the Missouri Valley" will be announced on final night Sept. 4.

WCSI (FM) Booklet

SEVEN-PAGE booklet on growth of its station and growth of FM has been sent to regional and national advertising agencies as well as local accounts by WCSI (FM) Columbus, Ind. Booklet, titled "This Is Our Story," also puts forth several sales advantages in using WCSI (FM).

'Road to Sales'

"HOW to Take the Road to Sales" is title of NBC Western network's newest four-page promotion folder issued to the trade boosting a program that it says points out this road—"Noah Webster Says." Front cover of folder depicts elephant sitting precariously atop Model T near signpost marked "Sales." Inside sets forth "The Case of Dorothy Lamour Or An Elephant" and pictures on left another elephant bearing Miss Lamour. Folder goes on to explain that Noah Webster says that, by definition, that lady is not more exotic than an elephant since "exotic" means foreign. Program, the folder continues, which has words as its stars "delivers to an audience in the West comparable in size to many of the top, talent-heavy, national network shows."

TV News Letter

A TELEVISION news letter is being used as promotion organ by KSFO San Francisco, to promote its forthcoming television station, WPIX. Mailed regularly to list of 500 advertising people, newsletter puts into capsule form highlights of current television information in order to assist agencies and advertising managers in keeping abreast of new medium. Particularly stressed is news of how TV is being used by advertisers in other cities. R. K. Kelly, promotion manager of KSFO and KPIX, edits newsletter.

Promotion Personnel

JOHN E. ALDERN has been appointed to direct publicity at WNAX Yankton-Sioux City.

Mr. Lefler

WILSON LEFLER, former assistant manager of ABC Hollywood Sales Service and recording department, is now in charge of department, following resignation of **RUSSELL O. HUDSON** to join Audio and Video Products Inc., New York, as sales manager. Mr. Lefler had been assistant manager of department since October 1946 after four years of Navy service. Pre-war he had been with NBC as night traffic manager and in recording department. **H. G. FERNHEAD,** ABC western purchasing agent, becomes assistant manager to Mr. Lefler.

DAMON J. SWANN has joined WGAC Augusta, Ga., as director of sales promotion.

Mr. Wilkoff

JOHN WILKOFF, formerly of WCAE Pittsburgh and prior to that, with Walker & Downing Agency, Pittsburgh, has been named promotion director of WCOP BOSTON.

JOE BUDD has been appointed promotion manager of CJOA Edmonton, succeeding **TOM SHANDRO,** who has resigned to go into radio program promotion business.

DONALD KRAUSE, former public relations officer for Navy, has joined NBC Chicago press division as vacation relief staff writer.

JACK GOODMAN has been appointed promotion manager of CJGX Yorkton, Sask.

DAVID ATCHISON has resigned as press writer at NBC Chicago, to work as associate editor of "Nowadays," new Sunday supplement.

Music Help

TO AID listeners to "The Music's the Thing" program on WMEX Boston, station is sending out four-page folder outlining Boston U. course in Masterpieces of Late 19th Century Music, together with list of suggested readings. Listeners throughout New England, upper New York State and Eastern Canada have requested folder, station reports. Series is one of seven planned and produced by Lowell Institute in cooperation with Boston College, Boston U., Harvard, M.I.T., Northeastern and Tufts for presentation over five Boston stations.

Promotes Change

CHANGING over from 860 kc to 1010 kc on Sept. 1, CFRB Toronto, is using variety of local promotional ideas, in addition to local newspaper, streetc and billboard advertising. Cards will b hung on doors of 100,000 Toronto home on September 1, before 8 a.m., with mes sage "Good Morning! CFRB Now 101 on Your Dial." For trade and servic clubs station will use specially designe announcement, in which, when un folded, number 860 automatically replaced with number 1010. Boo matches and 1-minute motion pictu announcements in Toronto theate also are being used. Open house is be held at transmitter site at Clarkso on Sept. 1 from 10:10 a.m. to 10:1 p.m.

NBC Kit

FIRST of three shipments of 1948- Parade of Stars Kits, including all typ of station promotion, has been maile by NBC to its affiliates. Altogether, kits will be sent in three shipment second set went out Aug. 25, and Sep 10 is set as third mailing date. In addi tion to kits, promotion material wi include monthly transcribed servi "Cues," featuring voices of netwo stars, and straight program announcements.

KBTM-FM Emphasizin Sports in Programmin

ALL BASEBALL games playe by the St. Louis Cardinals, a well as other sports features, ar included in the programming KBTM-FM Jonesboro, Ark., whic has been on the air since July 2 Station operates on a 1-10 p.m daily schedule according to Ja P. Beard, manager.

A new transmitter buildin houses the facilities of KBTM-FM which is on Channel 270 (101 mc), and KBTM, its AM affiliat KBTM, established in 1930, is fulltime 250-w outlet on 1230 k

KBTM-FM is using Gates ar Collins equipment. Effective radi ated power of the station is 8 kw, Mr. Beard states. John E. Hi is station's chief engineer, a Elmer Skaggs is announcer a program director.

WBZ-TV Survey

A TOTAL of 17,568 television re ceivers are in the WBZ-TV Bosto area, according to a survey ma by that station. Conducted durin the week of Aug. 2, the poll wa taken by means of personal inte views with known distributors both home and industrial televisi sets in the area. The resul showed: 9,854 TV sets in home 2,800 in public places, 4,914 in dea ers' stores.

You Can't Go Wrong When They *Write!*

★ 10,997 listeners responded to one program, in a 10-week period!

THERE'S THAT VOICE AGAIN!..
WNDR

Basic Mutual Network

WNDR
SYRACUSE, N. Y.

FCC Actions

(Continued from page 77)

ugust 26 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Adopted order denying petition of ventieth Century-Fox of California c., San Francisco, requesting review July 23 action of Motion's Commis- oner denying its petition for leave to nend its TV application to show prosed use of aux. studio at Oakland, alif.

Petition Granted

Adopted order granting petition of adio Enterprises Inc., KELD El Dorado, rk., requesting that record in consoliated proceeding involving its applicaon and those of KGKB and KGGF reopened for further hearing on sues set forth in order.

ugust 26 Applications . . .

ACCEPTED FOR FILING

Assignment of License

KGER Long Beach, Calif.—Voluntary signment of license from Dana tham, executor of estate of C. Mern Dobyns, deceased, to John Brown hools of Calif. Inc.

WNNC Newton, N. C.—Voluntary asnment of license from Earl Holder, y Leinbach Jr., and Charles C. rner, a partnership d/b as Newtonnover Bcstg. Co. to Charles C. Turner d Earl Holder, partnership d/b as wton-Conover Bcstg. Co.

License for CP

WNOP Newport, Ky.—License to cover new standard station.

KVER Albuquerque, N. M.—License cover CP change in frequency.

Modification of CP

KFLW Klamath Falls, Ore.—Mod. CP ange frequency etc. for extension of mpletion date.

WMFD Wilmington, N. C.—Mod. CP crease power etc. for extension of mpletion date.

CP to Reinstate

WGOV-FM Valdosta, Ga.—CP to restate CP new FM station which exred June 13.

Transfer of Control

WMAN-FM Mansfield, Ohio—Involunry transfer of control of permittee om Monroe F. Rubin to Ruth Rubin, ecutrix of estate of Monroe F. Rubin, ceased.

License for CP

KVSO-FM Ardmore, Okla.—License to ver CP which reinstated CP new FM ation.

WROL-FM Knoxville, Tenn.—License cover CP new FM station.

Modification of CP

WHKW Madison, Wis.—Mod. CP new M station to change frequency from 9 to 89.3 mc, decrease overall height ove ground to 454 ft.

KVME Merced, Calif.—Mod. CP new M station, to change ERP from 8.3 to 8.87 kw, ant. height above average rain from 200 ft. to 154.2 ft.

WWDC-FM Washington, D. C.—Mod. new FM station for extension of mpletion date.

WLOS-FM Asheville, N. C.—Same.

WHIO-FM Dayton, Ohio—Same.

KPDR-FM Alexandria, La.—Same.

WCAR-FM Pontiac, Mich.—Same.

KWRN-FM Reno, Nev.—Same.

WRR-FM Dallas, Tex.—Same.

WISN-FM Milwaukee—Same.

WDAF-TV Kansas City—Mod. CP new mmercial TV station to increase ERP om vis. 17 kw, aur. 14 kw to vis. 22.2 . aur. 11.1 kw.

WMAL-TV Washington, D. C.—Mod. new commercial TV station for tension of completion date.

WFBM-TV Indianapolis—Same.

WAAM Baltimore—Same.

WDAF-TV Kansas City—Same.

WHIO-TV Dayton, Ohio—Same.

TENDERED FOR FILING

Assignment of License

WATO Oak Ridge, Tenn.—Consent to singment of license to WATO Inc.

USED CAR SALES

One Program on WCPO Sells 16 in One Day

EFFECTIVENESS of radio advertising was demonstrated when Ralph E. Rockenfield Inc., Cincinnati used car dealer and Kaiser-Frazer agency, sold 16 used cars as a result of one "test" program on WCPO Cincinnati.

Mr. Rockenfield signed a contract with the station late last month which provides for six quarter-hour programs a week on the *Paul Dixon Show*, 10:15 a.m., and 55 30-word announcements spotted throughout WCPO's 24-hour schedule.

To test the program a "Dixon Special" (1941 Buick Sedan) was offered to listeners. In 15 minutes, the station reports, 15 listener prospects had arrived and the car was sold. By 10:45 Mr. Rockenfield had sold four other used cars to buyers who visited the show rooms as a result of the program.

COMPLETING contract arrangements are Mr. Rockenfield (seated, r) and M. C. Watters (seated, l) WCPO vice president and general manager, shown with (standing, l to r) James Black, account executive, and Mr. Dixon.

By the end of the day Mr. Rockenfield reported he had the largest volume of business of any day in recent years and, because of the "test," had sold not only the "Dixon Special" but 15 additional used cars.

The success of the campaign is made even more outstanding considering that Mr. Rockenfield's show rooms are located eight miles from downtown Cincinnati.

FCC BOX SCORE

Summary of Authorizations, Applications, New Station Requests, Ownership

SUMMARY TO AUG. 26

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,752	312	---	562	314
FM STATIONS	191	724[1]	97[3]	86	40
TV STATIONS	7	116[2]	---	296	190

[1] 390 are on air. [2] 27 are on air. [3] 23 are on air.

TELEVISION APPLICATIONS

Cumberland, Md.—Cumberland Broadcasting Co., Channel 2 (54-60 mc), ERP vis. 1.52 kw, aural 0.76 kw, antenna height above average terrain 1488 ft. Estimated cost $110,750, first year operating expense $50,000, first year income $50,000. Applicant is licensee of WTBO Cumberland and holds construction permit for WTBO-FM there. Filed Aug. 24.

Evansville, Ind.—Trans-American Television Corp., Channel 11 (198-204 mc), ERP 28 kw visual, 14 kw aural. Estimated cost $199,600, first year operating cost $100,000, revenue $70,000. At present all stock is held by James L. Rubenstone, president-treasurer, who is owner of Airston Co., Philadelphia merchandise brokerage. Full details in BROADCASTING, Aug. 23 on TV application for Springfield, Ill. Filed Aug. 24.

Madison, Wis.—Monona Broadcasting Co., Channel 9 (186-192 mc), ERP visual 28.2 kw, aural 16.9 kw, antenna height above average terrain 502.5 ft. Estimated cost $394,000, first year operating expense $60,000-$96,000, revenue unknown. Applicant owns and operates WKOW Madison. Filed Aug. 24.

STANDARD APPLICATIONS

Festus, Mo.—Jefferson County Radio and Television Co., 1010 kc, 250 w, daytime. Co-partners: Amos Anthony Govero, 49% owner C. E. S. Truck Lines Inc., Crystal City, Mo., and 49% Govero Bros. Filling Station, Festus; Donald Meinrad Donze, sales manager KSGM Ste. Genevieve, Mo., and Clifton Matthews Poindexter, KSGM program director. Estimated cost $10,350. Filed Aug. 23.

Helena, Mont.—Guy E. Mallery Jr., 680 kc, 1 kw, daytime. Estimated cost $23,600. Mr. Mallery is general manager of Lewis & Clark Broadcasting Corp., AM applicant at Helena. He owns 6% of the stock in that corporation but is disposing of it. Mr. Mallery formerly was manager of WCIF Madisonville, Ky., and assistant manager of KXLJ Helena. Filed Aug. 26.

Lafayette, La.—Camellia Broadcasting Co. Inc., 1340 kc, 250 w, unlimited. Estimated cost $19,787. Principals: Paul H. De Cloute, sweet potato broker and warehouse operator, president and 25%; Thomas A. De Cloute, sweet potato broker, vice president and 25%; Harold J. Delhommer, auto parts house operator, vice president and 25%, and John W. Mitchell, director of Southwest Louisiana Trade School, secretary-treasurer and 25%. All four men own 25% each in Trades Inc., trade school at Lafayette, La. Filed Aug. 24.

Searcy, Ark.—Mrs. Edith Wood Sweezy, 1450 kc, 250 w, unlimited. Mrs. Sweezy is acting night city editor for the "Sentinel-Record," published by Southern Newspapers Inc., Hot Springs, Ark. She has done other newspaper work and was at one time news editor at KXLR Little Rock. Estimated cost of construction is $14,500. Filed Aug. 25.

FM Applications

Alexander City, Ala.—Piedmont Service Corp., Class B, Channel 251 (98.1 mc), ERP 1.54 kw, antenna height above average terrain 241 ft. Applicant is licensee of WRFS there. Estimated cost is $18,100. Filed Aug. 24.

Chicago—Lake County Broadcasting Co., Class B, Channel 230 (93.9 mc), ERP 40 kw and antenna height above average terrain 501 ft. Estimated cost $35,365.75. Applicant for AM at Hammond, Ind., firm is composed of: Doris Keane, 50% owner and managing director of Radio Institute of Chicago, president and 97.94% owner of 1000 shares issued; Rev. Father Val Karcz, pastor of Roman Catholic Church of the Assumption, New Chicago, Ind., vice president 1.95%; Ruth Kirkbride, secretary 0.09%; John H. Lyle, attorney, 250 shares subscribed, and Albert L. Gale, executive of Coventry, Miller & Olzak Adv., subscriber 25 shares.

Madisonville, Ky.—Messenger Broadcasting Co. Inc., Class A, Channel 261 (100.1 mc), ERP 1 kw. Applicant is operator WCIF there. Filed Aug. 24.

Michigan City, Ind.—Northern Indiana Broadcasters Inc., Class A, Channel 228 (93.5 mc), ERP 1 kw, antenna height above average terrain 229 ft. Applicant is owner WIMS there. Filed Aug. 24.

CBS Seeks Stock In KTTV at L. A.

Times-Mirror Would Still Hold 51% Interest in Outlet

APPLICATION for assignment of the construction permit for KTTV (TV) Los Angeles from the Times-Mirror Co. to KTTV Inc., new firm in which CBS acquires 49% interest, was filed formally with FCC last week [BROADCASTING, May 31]. The newspaper retains 51% interest.

Terms of the deal call for the payment of $382,500 by *Times-Mirror*, including $313,906.21 in equipment and other expenditures and $68,593.79 in cash. CBS will make a cash payment of $367,500. The expenditures made by *Times-Mirror* are as of July 11, date of the agreement, and any additional expenditures made by either party after that date will be repaid by KTTV Inc. after the transfer is approved.

CBS may terminate the contract after Oct. 1 if Commission approval is not received by that time and either party may terminate if the transfer is denied.

Common stock in the extent of 10,000 shares is authorized in KTTV Inc. with 7,500 shares subscribed. *Times-Mirror* will hold 3,825 and CBS 3,675 of the subscribed shares.

Representatives of both *Times-Mirror* and CBS will serve on the board of KTTV Inc. Representing the newspaper will be President Norman Chandler, president; Treasurer H. W. Bowers, treasurer; Vice President Philip Chandler, Vice President Harrison Chandler and Assistant Secretary Omar F. Johnson. Representing CBS will be President Frank Stanton; Vice President Donald W. Thornburgh, executive vice president, and CBS Attorney Ned Marr, secretary.

CBS now has one television station, WCBS-TV New York, and has applications pending at Chicago, Boston and San Francisco. Sale of 55% interest in WTOP Washington, owned by CBS, to the *Washington Post* is now awaiting FCC approval [BROADCASTING, May 24]. Plans call for filing by the CBS-*Post* combination of an application in Washington for Channel 12 (204-210 mc).

The KTTV construction permit is for Channel 11 (198-204 mc) at Los Angeles. Estimated cost of construction is listed at $499,015.

At Deadline . . .

FCC CALLS CONFERENCE ON TV ALLOCATION

EXTENSIVE REVISION of 2½-year-old television allocation standards and future procedures in video allocation to be considered at FCC-Industry Conference Sept. 13, Commission ordered Friday. Object: To base national TV allocation plan on best available engineering data.

Indicating it is studying question of revising standards to incorporate tropospheric propagation effects as well as collateral problems of directional antennas, power and antenna height restrictions and whether protected contours should be changed, FCC stated conference would consider:

1. Whether FCC should initiate proceedings to revise TV allocation rules and standards prior to final decision in its proposed national TV channel reallocation announced in May [BROADCASTING, May 10].

2. If standards are to be revised, what policy should be adopted with respect to applications now pending before Commission.

3. What procedures should be adopted in order that revised standards can be based on best available engineering information.

Commission emphasized purpose of conference is to "discuss substantial questions which may be presented by the record concerning the adequacy of existing Rules and Standards to achieve the soundest allocation plan, and not to discuss engineering details or suggestions in relation to such questions." Proposals are invited, FCC said, and participants should notify Commission by Sept. 5 to permit making agenda.

FCC notice stated during hearings on proposed allocation changes reported in May, Commission received testimony regarding effects of tropospheric interference on present and proposed allocations [BROADCASTING, July 5, Aug. 2]. It was noted present standards, adopted Dec. 19, 1945, do not include specific data on tropospheric propagation. FCC said for past several years it has been conducting measurements on tropospheric signals in FM and TV frequency ranges looking toward preparation of propagation curves and their inclusion in standards.

Commission indicated claims made during reallocation hearings on serious effects of troposphere "are in general supported" by FCC's studies.

GET CHICAGO NBC TV POSTS

CHARLES L. TOWNSEND and Courtney Snell, video control engineers with NBC in New York, will move to Chicago early in September as television operations supervisor and field supervisor respectively of WNBQ, NBC TV station now under construction in that city and scheduled to begin operations in December. Mr. Townsend started in radio as an operator at WLS Chicago, in 1931 joining NBC in that city as a studio engineer and transferring to New York and television in 1937. Mr. Snell joined NBC as a page in New York in 1934, working his way up through field, developing and studio engineering to video work in 1945.

CLYDE SCOTT STRICKEN

CLYDE SCOTT, general manager of KECA, ABC's Hollywood outlet, was stricken with heart attack late last week. His condition reported as "fairly good" as BROADCASTING went to press.

FURTHER HEARING ASKED BY WOWO, ATTACKING WLIB

REOPENING of hearing in petitions of WOWO Fort Wayne, Ind., Westinghouse station, for increase from 10 to 50 kw on 1190 kc and WLIB Brooklyn, owned by Dorothy S. Thackrey, asking increase from daytime to unlimited on 1190 kc, sought in petition filed Friday by Dow, Lohnes & Albertson for WOWO.

WOWO contends issues should be enlarged to include amount of time Mrs. Thackrey devotes to management of WLIB; station's horse race programming; musical programming; advertising policies; determine if lottery laws are violated and if liquor advertising is carried by WLIB. In petition, signed by Clair L. Stout of law firm, WLIB's programming is alleged to differ from proposed policies as given at the 1946-47 hearings in the case.

SMALLEY GETS KGIL CONTROL

MAJORITY control of KGIL San Fernando, Calif., passed from Charles Allen estate to F. J. Smalley following meeting of board of directors, subject to FCC approval. Price not disclosed. Mr. Smalley once commercial manager of KFVD Los Angeles and account executive of KRKD same city. He takes over as KGIL president and general manager, replacing Gil Paltridge, who remains as director. Howard Gray, former commercial manager, is now also a vice president; Ivan P. Andes is secretary, Howard Gambrill treasurer.

HARLINGEN TV APPLICATION

NEW TV APPLICATION filed at FCC Friday for Harlingen, Tex., by Leo E. Owens doing business as Harlingen Television Co. Facilities sought: Channel 9 (186-192 mc), ERP 2.81 kw visual, 1.41 kw aural, antenna 459 ft. Estimated cost $109,000, first year operating cost $84,000, revenue $70,000. Mr. Owens is chief owner FM stations KRCC Richmond, Calif., KVKO Harlingen, KVMR McAllen and KVRO Brownsville, Tex., in which cities he publishes daily papers.

CONFER WITH MULLEN

KEY executives of G. A. Richards stations conferred late last week with President Frank E. Mullen in Detroit on public service programming, advertising and promotion and station operations. Conferees included Harry Wismer, assistant to president, and general manager of WJR Detroit; John F. Patt, vice president and general manager of WGAR Cleveland, and Robert O. Reynolds, vice president and general manager of KMPC Los Angeles.

PETITIONS DENIED

MEMORANDUM opinion and order adopted by FCC last Friday denying petitions of nine stations for reconsideration or postponement of effective date for two years of Commission's amendment to Sec. 1.324 abolishing practice of permitting AM stations, under special temporary authority, to broadcast beyond hours specified in their licenses. Denied petitioners were licensees of KTBI, WEAS, WPWA, WHIM, KXRN, WBIS, WLAD, WSFT and WAUX.

RADIO VIENNA TO BECOME COMMERCIAL OUTLET SEPT. 1

RADIO VIENNA (RAVAG), governmen owned but independently operated, will becom commercial station Sept. 1. Herbert Rose president, International Media Corp., Ne York, said station decided to go commercia to meet increased operating expenses, rathe than boost monthly fee paid by listeners.

Operating on medium wave with 10 k power, Radio Vienna is scheduled to increa to 100 kw next year, the power it held befor transmitter was destroyed during war.

PFLAUM CLOSES AGENCY

STANLEY PFLAUM ASSOC., Chicago, wi close its offices tomorrow (Aug. 31) and Stan- ley F. Pflaum, president, will make his perma- nent home in California. He has announce no future plans. Harold S. McGuire, vice pres- ident, will join William Balsam Agency, Chi- cago, which is taking over Pflaum account

3 TV DISMISSALS

THREE TV applications dismissed by FC last week upon request of applicants: McKin- non Publications, Channel 6 (82-88 mc), Sa Diego, Calif.; San Diego Broadcasting C (KUSN), Channel 10 (192-198 mc), and Press Co. Inc. (WABY), Channel 2 (54-6 mc), Albany. Six applicants left for thre channels in San Diego. Hearing set Sept.

CAHN GETS ABC VIDEO POST

GEORGE N. CAHN, production manager o WFIL-TV Philadelphia, named studio directo on ABC's western division video staff effectiv Sept. 6.

WLOU APPOINTS COOKE

WLOU Louisville has appointed Donald Cook Inc. as national representative, according t Fred Darwin, WLOU program and sales ma- ager.

Closed Circuit

(*Continued from page 4*)

of Philharmonic Sunday Symphony concert on CBS, starting in October. If imminent de goes through, it will mark fourth year 1 year series has been sponsored.

ANDREW JERGENS Co., Cincinnati, sa to be looking for dramatic show as replac ment for Walter Winchell in January. Robe W. Orr & Assoc., New York, is agency.

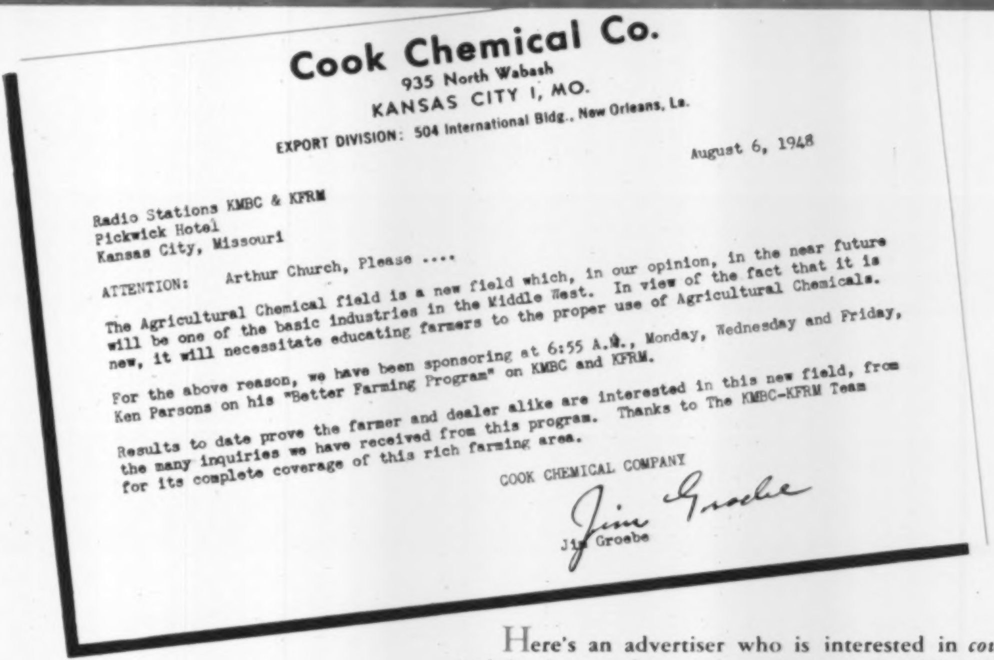
LOOK for new station representative firm t spring up on Chicago's Michigan Ave. as afte math of Taylor-Howe-Snowden Radio Sale reorganization (story page 21). Understoo new firm will include Robert Sawdon, of Sa don Agency, New York; Harry S. Goodma Goodman Radio Productions, and Peggy Ston T-H-S, New York, among others.

PROPOSAL to require new station applica to advertise so competing bids may be fil (as under Avco procedure in sales) almo passed FCC fortnight ago. Idea now bei kicked about divided house at Commission.

PHILIP MORRIS reported planning spons ship of transcribed half-hour Kate Smi afternoon show weekdays on Mutual. Agenc Cecil & Presbrey.

GENE AUTRY'S radio interests expected extend to television via application for Phoe outlet.

The KMBC-KFRM *Team*
IS DOING THE JOB!



Cook Chemical Co.
935 North Wabash
KANSAS CITY 1, MO.
EXPORT DIVISION: 504 International Bldg., New Orleans, La.

August 6, 1948

Radio Stations KMBC & KFRM
Pickwick Hotel
Kansas City, Missouri

ATTENTION: Arthur Church, Please ....

The Agricultural Chemical field is a new field which, in our opinion, in the near future will be one of the basic industries in the Middle West. In view of the fact that it is new, it will necessitate educating farmers to the proper use of Agricultural Chemicals.

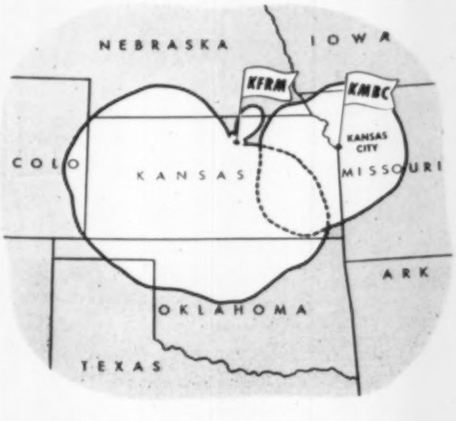
For the above reason, we have been sponsoring at 6:55 A.M., Monday, Wednesday and Friday, Ken Parsons on his "Better Farming Program" on KMBC and KFRM.

Results to date prove the farmer and dealer alike are interested in this new field, from the many inquiries we have received from this program. Thanks to The KMBC-KFRM Team for its complete coverage of this rich farming area.

COOK CHEMICAL COMPANY

Jim Groebe

Jim Groebe



Here's an advertiser who is interested in *coverage.* And, he is one of a number who are using The KMBC-KFRM Team! The KMBC-KFRM Team is the only single broadcaster to completely cover the actual Kansas City trade area. This comprehensive coverage is specifically designed to give the advertiser an economical means of reaching those millions of consumers who look to Kansas City as their trade capital.

With programming from Kansas City, The Team has a potential audience *within* the proved 0.5 mv/m contour, as illustrated, of 3,659,828 people . . . all important consumers in this rich Heart of America market.

The KMBC-KFRM Team provides, too, for the first time, valuable service to the listeners in this territory. Market broadcasts come direct from the Kansas City Stockyards, grain, poultry and produce quotations are right up to the minute, and practical programs on agricultural problems are daily features direct from The KMBC-KFRM Service Farms.

The KMBC-KFRM Team Serves 3,659,828 People*

** 1940 Census*

7th Oldest CBS Affiliate
KMBC
OF KANSAS CITY
5000 on 980

Represented Nationally by
FREE & PETERS, INC.

Programmed from Kansas City
KFRM
For Kansas Farm Coverage
5000 on 550

OWNED AND OPERATED BY MIDLAND BROADCASTING COMPANY